CONSUMER INTENTIONS

TO BUY OR RENOVATE A HOME

Vancouver

A Look at Tomorrow's Customers Today

CMHC SCHL

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CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A look at tomorrow's customers.... today

Vancouver

January 2000

Canada Mortgage and Housing Corporation

Consumer intentions to buy or renovate a home in Vancouver: a look at tomorrow's customers ... today.

Reports on *Consumer Intentions to Buy or Renovate a Home* are available for Vancouver, Calgary, Edmonton, Toronto, Montréal and Halifax. A National Review of these six markets can also be purchased.

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Custom tables and special analysis of the Vancouver survey results can also be provided by CMHC. Should you have questions or comments on the content of this report, or wish to discuss the costs and timeframes for obtaining additional custom analysis of the results, contact Cameron Muir, Market Analyst at (604) 737- 4144.

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Overall highlights

Home purchase intentions: Stronger demand in the Vancouver market this year

- 15.2% of Vancouver households intend to buy a home in the next year, up from 10.6% last year.
- 6.6% of households are *ready to buy* now, while another 8.6% are *looking to buy.*

Households looking for single-detached homes are the most serious

- Single-detached intenders are more *ready to buy* now than those preferring condominiums.
- Intenders looking for a brand new home are the most serious buyers. Households looking for a new single-detached home prefer established neighbourhoods by 30%.
- Households preferring large homes over 3000 sq. ft. are the most *ready to buy* now. However, many serious buyers prefer homes between 2000 - 2500 sq.ft.
- One in ten single-detached buyers prefer homes of 1400 - 1600 sq. ft.
- Townhouse buyers tend to prefer homes between 1000 - 1400 sq. ft., while 45% of apartment buyers are looking for units less than 1000 sq. ft.

First time buyers with small households a significant market segment

- Those intenders most *ready to buy* are likely over 34 yrs. old, currently rent their home, and have less than three people in their household.
- More intenders comprise households without children. However, when households with children are in the marketplace they are the most serious intenders.
- A higher proportion of home buyers in Surrey/Delta prefer single-detached homes than anywhere in Metropolitan Vancouver.
- Change in household job or financial situation is the most oftei cited reason to delay buying a home.

Home renovation intentions: 41% of renovation projects will start in the next 6 months

- 13% of homeowners are *ready to renovate* right now, while another 26% are considering a renovation project over the next 12 months.
- Most popular home renovation projects include paint & wallpaper (49%), carpet/flooring (23%), bathroom (15%), and kitchen (13%).

Overall highlights (continued)

- Nearly 25% of renovators plan to spend over $5000 on renovations, with an average expenditure of $9200.
- Renovators in the Tri-Cities and Central Fraser Valley are most *ready to renovate* now. They are also likely to be do-it-yourself renovators.
- City of Vancouver renovators are the most likely to use general contractors and skilled tradespeople, especially Downtown and on the Westside.
- 61% of renovation intenders do not have children under age 18. However, intenders with three or more people in their household are serious renovators.
- The two most serious renovator groups are aged 35-44 and 55-64. Fully 40% of these renovators are *ready to renovate* now.

Part A - Home purchase intentions

Market segments

Synopsis

More Metropolitan Vancouver households are in the market for a home this year. A 10% increase in the demand for housing by the most serious homebuyers means good news for a weak Lower Mainland housing market. Households interested in purchasing a home likely rent their existing home. However, the most serious intenders are current homeowners, where six in ten homeowner intenders are move-up buyers. Strength of home buying intentions also increases with the household income. Higher income households are best able to afford a single-detached home, the most desired home type by all intenders. Vancouver intenders are also price sensitive, with the majority of intenders looking to spend less than $250,000 on their home.

Over 15% of Vancouver households plan to buy a home in the next 12 months

More than 15% of Vancouver households intend to purchase a home in the year 2000. This number can be divided into 6.6% of households that express strong intentions, meaning they *are ready to buy* right now, and a further 8.6% that have moderate intentions, households that are *looking to buy* in the near future. Across a Greater Vancouver population of over 700,000 households, this represents about 46,000 households that are *ready to buy* a home today, and another 60,000 that are *looking to buy* in the next year.

Home purchase intentions		
	(n)	(%)
Strong	199	6.6%
Moderate	258	8.6%
Not intending to buy	2,554	84.8%
Total	3,011	100%

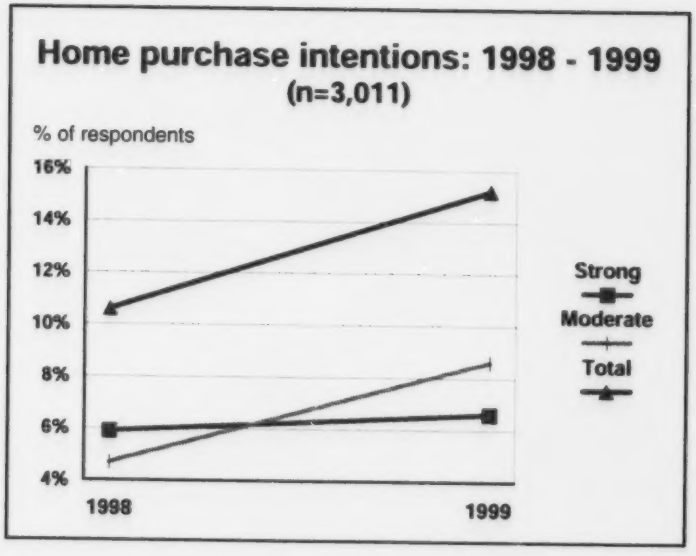
How do we define someone who intends to purchase?

Generally, households who are *ready to buy*, that is, those we judge to have *strong intentions*, state that they have a high (more than 50/50) chance of buying in the next 6 or 12 months, have a pre-approved mortgage *and* have engaged in some form of active search. By active search we mean using a Realtor, arranging a pre-approved mortgage, or visiting homes (new and pre-owned) for sale. Those *looking to buy* are households we judge to have more moderate intentions and report a 50/50 chance or less of buying in the next 6 or 12 months, but still say they are in the market for a home. (See Data Report for details).

More Vancouver households in the market this year

In the year 2000, over 40% more Metropolitan Vancouver households will be in the market to purchase a home. There will be a 10% increase in households *ready to buy*, and a 46% rise in those households *looking to buy* over the next 12 months. This is a significant change in consumer confidence, indicating a substantial shift in the marketplace.

The 10% increase in households *ready to buy* reflects the trend toward market stabilization experienced during 1999. The most prominent indicator, however, is the jump in moderate intenders, those households looking to buy in the year 2000. Any strengthening of intentions for this group, shifting to the stronger *ready to buy* cohort, will create a noticeable increase in the demand for housing, and have a substantial impact upon housing products and services providers.



A note of caution in these results

While the total number of households intending to purchase a home has shown a welcome increase, builders still have their work cut out for them. Improved consumer sentiment is most evident among those with moderate intentions (i.e., those who are *looking to buy*). Because this group is further away from the decision to purchase than those who are *ready to buy*, strong service commitments will be needed to convince hesitant intenders to act. With improvements expected in the economy, there is certainly a potential for intentions to strengthen among local residents in Metropolitan Vancouver.

Intentions to buy are strongest among residents currently living on the North Shore

Households in Vancouver Downtown, the North Shore, and the Tri-Cities are the most likely to buy a home in the next 12 months. Nearly 18% of households in these areas have identified themselves as intenders.

Residents in North Shore area have the most serious buying intentions. More than half of the households in this area intending to buy a home are *ready to buy* now.

Burnaby/New West and the Tri- Cities area also contain many serious intenders.

While Vancouver Downtown contains a high number of households intending to purchase a home, most are classified as more moderate intenders. Vancouver Downtown and Vancouver West have the least proportion of the most serious buyers in the metropolitan area. Only one-third of household intenders in these areas are *ready to buy.*

Readers are reminded that this represents the current area in which residents live and *not* the area in which they intend to buy.

Location of intenders by strength of intentions

	Strong	Moderate
Total Sample	44%	57%
North Shore	52%	49%
Vancouver Downtown	33%	67%
Vancouver West	36%	64%
Vancouver East	49%	51%
Burnaby/New Westminster	50%	50%
Tri-Cities	43%	57%
Richmond	37%	63%
Delta	53%	47%
Surrey	41	59%
Central Fraser Valley	47	53%
Other	17%	83%

Note: Totals may not sum to 100% due to rounding.

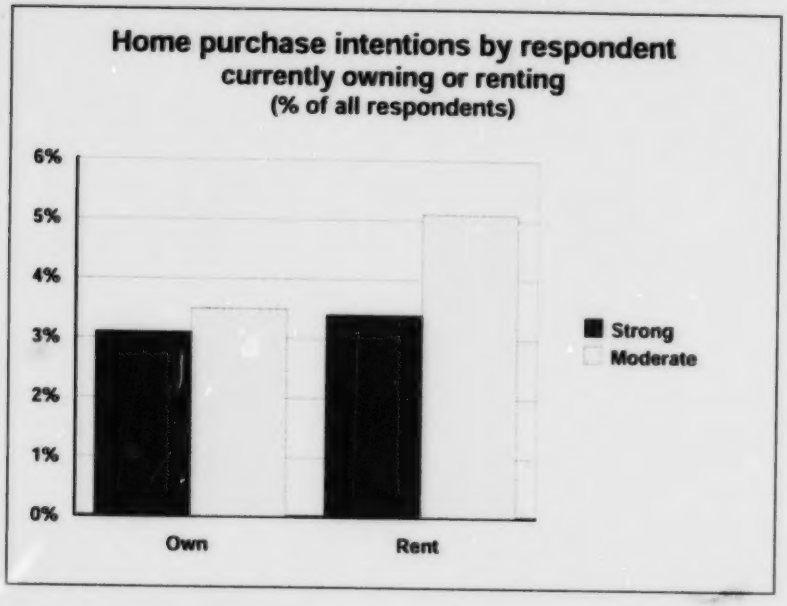
Who will buy? Characteristics of home purchase intenders

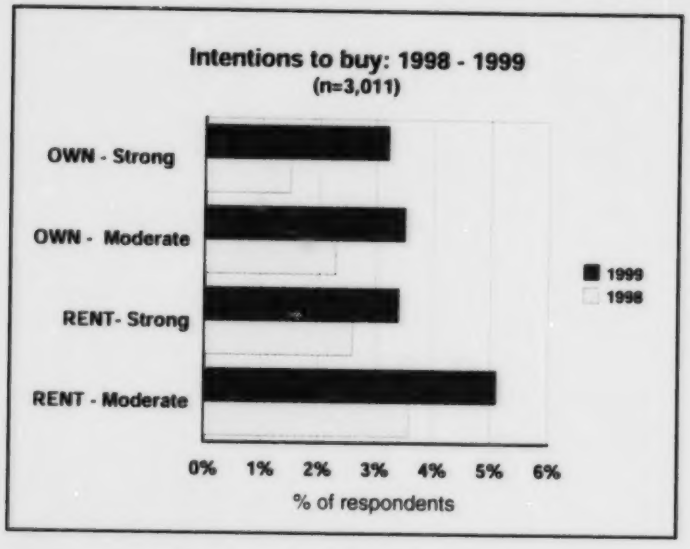
The proportion of renter intenders is down - serious owner intenders double

Households interested in purchasing a home are more likely to rent their existing dwelling. Although this proportion is down to 56% this year compared to 63% last year, the increase in the percentage of households intending to purchase more than offsets the proportional decline of renters to owners. In fact, renters, many being first time buyers, remain a potent force in the marketplace.

Strength of intentions also varies between households who currently rent or own their dwellings. Homeowners tend to be more serious buyers, with 47% of these intenders *ready to buy* a home now. This number drops to 40% for intenders who rent their current dwelling.

The most dramatic growth in intenders occurs in those households who own their current homes, and are the most serious about purchasing a home, *ready to buy* now. The number of these intenders has more than doubled from just one year ago.





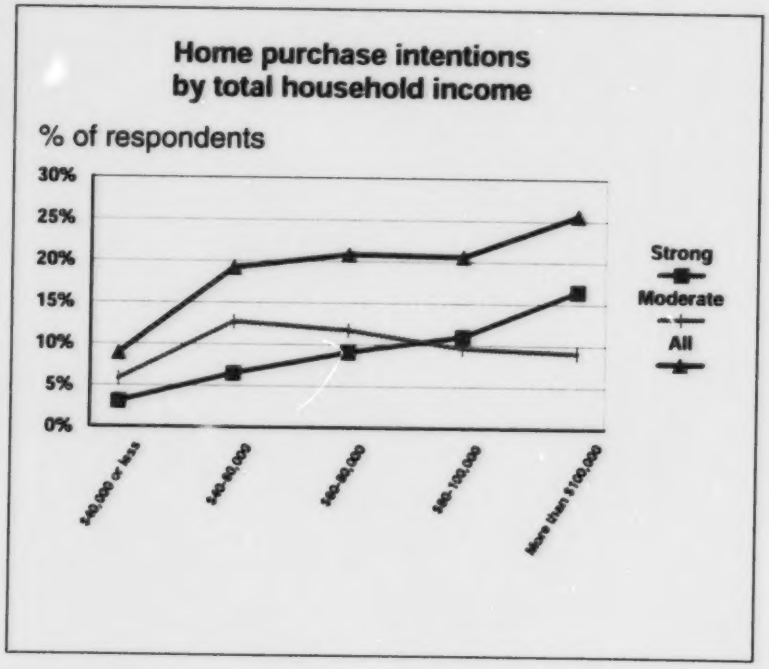
High income households most serious buyers

The higher the household income, the more likely they are to be in the market for a home. Households with incomes of less than $40,000 are the least likely to be intenders. Only 9% of this group are considering purchasing a home, with 3% *ready to buy* now and another 6% *looking to buy* in the next 12 months.

Households with annual earnings between $40,000 and $60,000 per year are more likely to buy than those with lower incomes, especially in the moderate intender category, those *looking to buy*. A little more than 19% of these households are in the market for a home, the largest proportion (12.7%) *looking to buy*.

Slightly more households (21%) earning $60,000 to $80,000 are intenders. However, the percentage of those *ready to buy* increases to 9%, while those just *looking to buy* drops to under 12%. This trend continues as the number of strong intenders surpass those more moderate intenders once income levels rise above $80,000.

Households earning in excess of $100,000 per year have the highest proportion of intenders at almost 26%. This group also contains the most serious buyers. Over 16% of households earning over $100,000 are *ready to buy* now.



Younger households set the pace for the housing market

Those respondents aged between 25 and 34 are the most likely to be intenders, with 23% of this group planning to purchase a home sometime in the next year. Another group with high intentions are respondents between the ages of 35 and 44. Fully 20% of these respondents intend to purchase a home in the year 2000. Moreover, respondents in both age groups are the most serious buyers. Of those respondents aged 25-44, 9% are *ready to buy* now.

A significant number of respondents between the age of 18 and 24 indicate that they are planning to purchase a home. However, two-thirds of this group are more moderate intenders who are just *looking to buy.*

Strength of home purchase intentions by age

	18 - 24 (n=128)	25 - 34 (n=632)	35 - 44 (n=545)	45 - 54 (n=599)	55 - 64 (n=381)	65 and over (n=567)	Total (n=2,852)
Strong	6%	9%	9%	7%	5%	2%	7%
Moderate	12%	14%	11%	9%	7%	3%	9%
Non-intender	83%	77%	80%	84%	88%	95%	85%

Note: Totals may not sum to 100% due to rounding

Demand is spurred by households both with and without children

Intentions to buy a home are higher for households with only two or three members. Nearly three-quarters of Metropolitan Vancouver households do not have children under the age of eighteen. Those households without young children are more likely to be in the market to buy a home.

- Three member households are most likely to be in the market for a home, with 21% of respondents in this group being intenders. They are also more serious home buyers, with 9% *ready to buy* now and another 13% *looking to buy* over the next year.

- Respondents living in two person households are the next most likely to be intenders. A total of 16% are intending to purchase a home, 7% *ready to buy* and another 9% *looking to buy.*

- Households with four or more members have the same proportion of intenders as single person households. However, larger households are serious buyers, with half of all intenders in this category *ready to buy* now.

- Almost three-quarters of households in Metropolitan Vancouver do not have children under the age of eighteen. Households without children are more likely to be intenders, with 18% of this group intending to purchase a home.

- About 14% of households with children under age are intending to buy a home, 6% *ready to buy* now.

Strength of home purchase intentions by household composition

	Number of household members				Children under 18		
	1 member (n=863)	2 members (n=956)	3 members (n=417)	4 or more- (n=731)	Yes (n=828)	No (n=2129)	Total (n=2957)
Strong	5%	7%	9%	7%	6%	8%	7%
Moderate	8%	9%	13%	7%	8%	10%	9%
Non-intender	87%	84%	79%	87%	86%	82%	84%

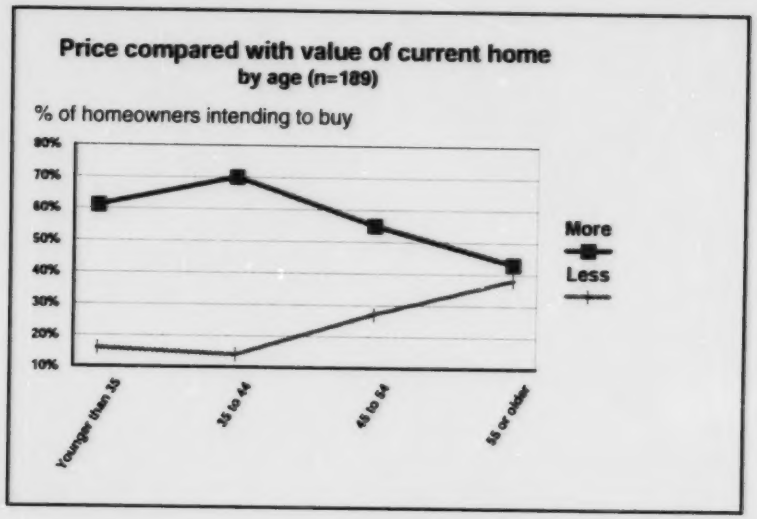
Note: Totals may not sum to 100% due to rounding

Most are looking to upgrade their home

Nearly 60% of prospective buyers who own their homes will move into a dwelling that exceeds the value of their current home. Younger intenders are more likely to be move up buyers, while those over age 45 are thinking more of moving down, cashing out some of their current equity.

- After age 45 the propensity for existing home owners to buy a more expensive home goes down, while the propensity to purchase a less expensive home goes up. Two-thirds of households seeking to move up in the market are under age 45, while almost 60% of households looking to move down are over 45 years of age.

Price compared with value of current home		
Will spend...	(n)	(%)
More	202	58.8%
About the same	64	18.7%
Less	77	22.5%
Total	344	100%
Note: Total may not add to 100% due to rounding.		



Vancouver East is a popular destination for move up buyers

Nearly, half of all intenders are planning to pay more for their next home than the value of their current home. Almost 20% intend to pay less, while 16% are looking to pay the same. However, these numbers vary widely among Metropolitan Vancouver communities:

- The vast majority (76%) of intenders who own their own homes and plan to purchase in the Vancouver East community will pay more for their next home. In the Fraser Valley, six out of ten buyers are looking to pay more for their next home. In Vancouver West and Burnaby/New Westminster, around 55% of home owners who plan to buy a home in these communities will pay more for their next home.

- Few home owners in the Fraser Valley desire to purchase a home of equal value to their current one. The highest proportion of home owners who plan to buy down are looking to purchase in the Tri-Cities and the Fraser Valley.

- Many buyers in Surrey/Delta (24%) and Burnaby (20%) plan to pay the same for their next home as their current one. This sideways movement doesn't necessarily mean the same home type will be purchased. The majority of these intenders will move from homes with large yards to homes with small yards, older and larger homes to smaller and newer ones, even from a single-detached house into a townhouse or apartment condominium.

- The areas where homeowner intenders are the most balanced between buying up, buying down, and paying the same are the North Shore and Vancouver Downtown.

Next home purchase relative to current home by community

	North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby New West.	Tri-Cities	Richmond	Surrey/ Delta	Fraser Valley	Total
More	47%	43%	56%	76%	55%	49%	50%	44%	61%	48%
Same	18%	14%	12%	12%	20%	12%	15%	24%	7%	16%
Less	16%	18%	15%	-	10%	27%	15%	15%	25%	19%
All intenders	12%	7%	10%	6%	10%	8%	5%	15%	7%	100%

What are buyers looking for? An overview

To gauge buyer preferences, the survey reviews a comprehensive list of attributes that buyers may wish to have in their home. These attributes include price, dwelling type, size, and other important housing characteristics.

- Most households intending to buy a home (59%) are looking to spend less than $250,000. High land values in Greater Vancouver mean that apartment condominiums are the only option for those intenders looking to live close to the city centre.

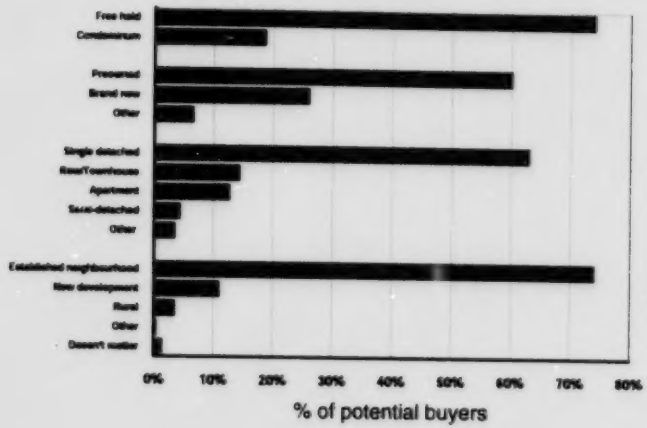
- Most buyers are looking at more expensive homes than their current dwelling, with 59% of intenders looking to pay more.

- Nearly, three-quarters of intenders (74%) would prefer to buy in an established neighbourhood.

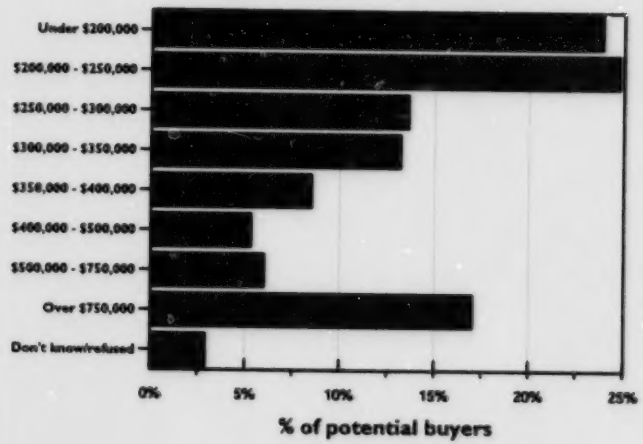
- While the majority are looking for a freehold arrangement, some 19% are looking for a condominium.

When considering demand for housing, it is important to remember that households consider a whole constellation of preferences including such things as household size, family income, number of children, location, etc.

Profile of home preferences
(n=456)



Price range of home sought

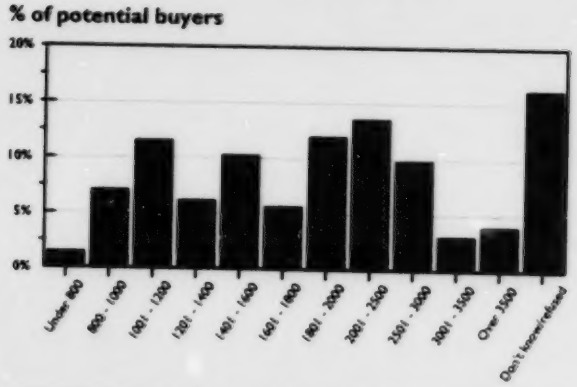


What are buyers looking for? (continued)

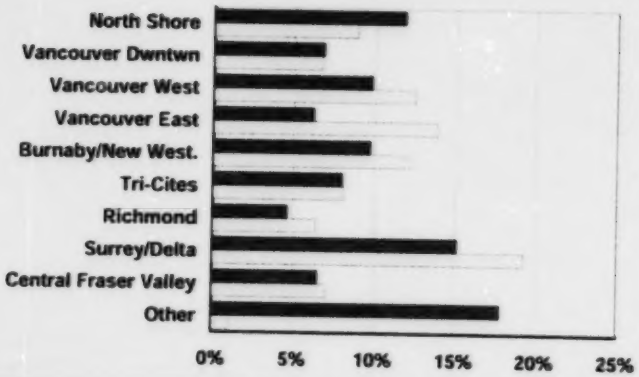
- Home size preferences follow predictable patterns. Nearly 20% of intenders are likely condominium buyers, preferring a home of less than 1200 sq. ft. Another distinctive cohort is interested in homes of around 1400 - 1600 sq. ft., likely townhouse or small lot home buyers. The largest segment prefer homes of between 1800 & 2500 sq. ft. (25%). Buyers looking in this size range desire single detached homes.

- The Surrey/Delta area is the most popular destination for home buyers, with 15% of all intenders looking to buy in this area.

Size of home sought (sq ft)



Area of city most likely buy home (n=456)



Intention to buy by community in which most likely to buy

	North Shore (n=54)	Vancouver Dwntwn (n=31)	Vancouver West (n=45)	Vancouver East (n=28)	Burnaby New West. (n=44)	Tri-Cities (n=37)	Richmond (n=21)	Surrey Delta (n=69)	Fraser Valley (n=30)	Other (n=81)	Total (n=456)
Strong	58%	22%	42%	32%	51%	47%	22%	58%	28%	44%	44%
Moderate	43%	78%	58%	68%	49%	53%	78%	42%	72%	56%	56%

The price dimension ...

Many buyers are interested in homes under $250,000

Overall, most household intenders (59%) are looking for homes priced less than $250,000. Those buyers looking for a single detached home with this price ceiling will likely purchase in communities east of the City of Vancouver, such as Surrey, Langley, and Maple Ridge. The only option for these intenders who prefer to live in the urban core of Vancouver, where land prices are considerably higher, is an apartment condominium.

Households searching for homes in the higher price ranges are the most serious buyers. Most prominent are buyers looking to spend between $500,000 and $750,000, representing 6% of household intenders. Well over three-quarters of this group are *ready to buy* a home right now.

Those intenders preferring a home in the $400,000 to $500,000 price range are also serious buyers. Well over half of these households (57%) are *ready to buy* a home now. Households looking for homes in the mid price range of $250,000 to $400,000 are also quite serious, with between 41% and 48% of these intenders *ready to buy*.

Nearly half of all intenders (49%) do not plan to spend more than $250,000 on their next home. The proportion of intenders who desire to spend less than $200,000 has declined from 33% last year to 24% this year. Conversely, the proportion of households intending to pay between $200,000 and $250,000 for a home has increased from 19% last year to 25% for the year 2000.

Strength of home purchase intentions by price of house sought

	Under $200,000 (n=109)	$200-$250,000 (n=113)	$250-$300,000 (n=62)	$300-$350,000 (n=60)	$350-$400,000 (n=39)	$400-$500,000 (n=24)	$500-$750,000 (n=28)	Over $750,000 (n=8)	Total (n=456)
Strong (Ready to Buy)	41%	36%	48%	41%	46%	57%	77%	38%	44%
Moderate (Looking to Buy)	59%	64%	52%	59%	54%	43%	23%	62%	56%

Note: Totals may not add to 100% due to rounding.

The segmentation of the market is evident by household income

Not surprisingly, the amount intender households are willing to pay for a home is positively correlated with household income. The more households earn, the higher the price they will pay for their next home.

Nearly one in five intenders earn less that $40,000 per year. Roughly half of these are looking to pay less than $200,000 for a home, while the other half will pay between $200,000 and $250,000. These households need a substantial down payment in order to obtain financing. Most intenders that fall into this category are either empty nesters with substantial equity in their current home or younger households that have secured a sizeable down payment.

The largest income intender group are those households earning between $40,000 and $60,000 per year. Over 26% of household intenders fall into this income category. The largest portion (33%) are looking for a home priced less than $200,000. Another 27% are seeking to pay between $200,000 and $250,000, and the other 26% will pay $250,000 to $350,000 for their next home.

Households with incomes of $60,000 to $80,000 are better able to afford a variety of homes and neighbourhoods. This is reflected in the broader range of home prices selected. Those in the $80,000 to $100,000 income level are not very interested in homes priced under $200,000. Most of these households expect to pay between $250,000 and $350,000. Households earning $100,000 - $200,000 have a broad home price preference range, while those earned more the $200,000 per year are most interested in purchasing a home worth $500,000 to $750,000.

Price of home sought by total household income

	Under $ 40,000 (n=89)	$ 40,000-60,000 (n=119)	$ 60,000-80,000 (n=80)	$ 80,000-100,000 (n=45)	$100,000-200,000 (n=50)	$200,000 or more (n=11)	Total (n=456)
Under $200,000	34%	33%	25%	5%	11%	-	24%
$200,000 - 250,000	36%	27%	28%	18%	14%	-	25%
$250,000 - 300,000	8%	15%	14%	28%	7%	-	14%
$300,000 - 350,000	11%	11%	13%	27%	18%	14%	13%
$350,000 - 400,000	3%	7%	11%	15%	13%	8%	9%
$400,000 - 500,000	2%	3%	4%	2%	24%	17%	5%
$500,000 - 750,000	1%	3%	2%	4%	12%	56%	6%
Over $750,000	2%	1%	2%	-	4%	5%	2%
Don't know/refused	3%	1%	-	2%	-	-	3%

Note: Totals may not add to 100% due to rounding.

Pre-owned homes under $250,000 are in high demand

- Greater than one-quarter of household intenders are looking to buy a brand new home. Almost 45% of these new home buyers are planning to spend less than $250,000.
- A significant number of new home intenders (28% in all) are expecting to pay between $250,000 and $350,000 for their next home, while 15% of new home intenders are looking to pay more than $400,000.
- Six out of ten household intenders are planning to purchase a pre-owned home, with 61% looking to spend less than $250,000 .
- On average, households preferring to buy pre-owned homes expect to pay less than households looking for brand new homes.

Price of home sought by type of house (new/pre-owned)

	New (n=119)	Pre-owned (n=275)	Other (n=30)	Total (n=456)
Under $200,000	18%	26%	30%	24%
$200,000 - 250,000	26%	25%	10%	25%
$250,000 - 300,000	14%	15%	7%	14%
$300,000 - 350,000	14%	12%	20%	13%
$350,000 - 400,000	11%	8%	8%	9%
$400,000 - 500,000	8%	5%	8%	5%
$500,000 - 750,000	6%	7%	2%	6%
Over $750,000	1%	1%	2%	2%
Don't know/refused	2%	1%	12%	3%

Note: Totals may not add to 100% due to rounding.

Distance a key factor in household price preferences

Corresponding with the urban land price gradient theory, households intending to purchase further away from the Vancouver core expect to pay less for their home.

- The majority of intenders wanting to buy in Richmond or the Tri-Cities expect to pay less than $250,000, many likely in the market for apartment condominiums or townhouses.
- Households looking to buy in Surrey or Delta are interested in a broad range of prices, indicating demand for various home types.
- The home market in the Fraser Valley drops off significantly as prices exceed $350,000. Most Fraser Valley intenders plan to spend less than $250,000 for their home.
- The North Shore attracts intender households seeking homes in numerous price ranges. Only when homes exceed $750,000 does demand drop off sharply.
- Burnaby homes attract intender households if they are priced below $400,000, with the most prominent demand occurring at a price between $200,000 and $300,000.
- The City of Vancouver market areas are punctuated by a divergence in intender home price preferences. Nearly 60% of Downtown Vancouver intenders expect to pay less than $250,000. Whereas, another significant cohort (20%) is at the $300,000 to $350,000 range. Both the East and West Side of Vancouver show a similar bi-modality.

Price of home sought by community in which most likely to buy

	North Shore (n=54)	Vancouver Dwntwn (n=31)	Vancouver West (n=45)	Vancouver East (n=28)	Burnaby New West. (n=44)	Tri-Cities (n=37)	Richmond (n=21)	Surrey Delta (n=69)	Fraser Valley (n=30)	Other (n=81)	Total (n=456)
Under $200,000	19%	24%	10%	26%	18%	27%	24%	19%	28%	38%	24%
$200,000 - 250,000	9%	35%	13%	39%	22%	41%	31%	23%	34%	23%	25%
$250,000 - 300,000	14%	3%	21%	7%	22%	16%	10%	16%	14%	9%	14%
$300,000 - 350,000	17%	20%	12%	7%	15%	5%	22%	18%	10%	11%	13%
$350,000 - 400,000	15%	7%	8%	15%	12%	8%	3%	12%	2%	4%	9%
$400,000 - 500,000	11%	3%	6%	3%	6%	-	4%	6%	5%	7%	5%
$500,000 - 750,000	11%	3%	24%	3%	3%	4%	3%	2%	5%	4%	6%
Over $750,000	2%	5%	3%	-	4%	-	-	-	-	-	2%
Don't know/refused	2%	-	4%	-	-	-	4%	5%	3%	5%	13%%

Note: Totals may not add to 100% due to rounding.

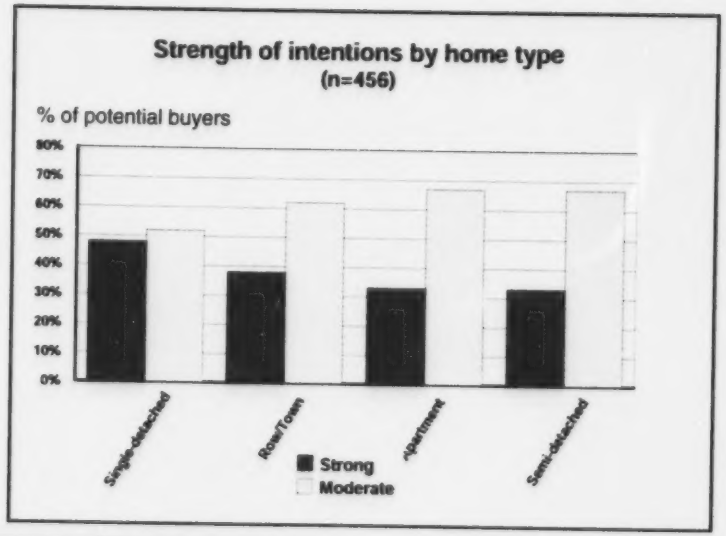
What are buyers looking for? Housing types

More than half of prospective buyers are looking at pre-owned, single-family homes

Among those who expect to buy a single-detached home, the split is about even between those *ready to buy* (48%) and those just *looking to buy* (52%). Comparatively, only 33% to 38% of intenders looking for a townhouse or apartment are *ready to buy*.

Many households that intend to purchase a home in the next year (strong and moderate intenders), prefer that their home be pre-owned. Almost six in ten intenders (58%) are looking to purchase a pre-owned home. The vast majority, 40% of total intenders, desire pre-owned single-detached homes, with 10% looking for pre-owned row/townhouse or duplex and a further 8% in the market for a pre-owned apartment condominium.

New single-detached homes are favoured by 17% of intenders, while new row/duplexes are desired by 6%, and apartment condominiums by a further 3% of all intenders.



Type of home considering buying		
	(n)	(%)
Pre-owned		
Pre-owned single	183	40%
Pre-owned row/duplex	45	10%
Pre-owned apartment	35	8%
New		
New Single	76	17%
New row/duplex	27	6%
New apartment	13	3%
Other	39	9%
Don't know/refused	38	8%
Note: Totals may not add to 100% due to rounding		

Interest in new homes rises with income

Overall, 57% of intenders prefer to purchase a single detached home, seven out of ten in the market for a pre-owned home. Pre-owned single-detached homes are particularly desirable, favoured across all income categories.

Apartment condominiums are generally preferred by intenders with household incomes of less than $80,000. Once income levels exceed $80,000, buyers shift their preferences toward row/townhouses, especially pre-owned units. After household income rises above $100,000, new row/townhouses and new single detached homes prove popular.

Households earning $40,000 or less per year prefer pre-owned apartments more than intenders in any other income category. This is not surprising, as high land prices make this housing type the only option available to households without substantial down payments.

Higher income households are more likely to purchase brand new single detached homes than lower income households, with aroun 30% of intenders earning over $100,000 preferring this home type. Middle income households, too, comprise a significant market for new single-detached homes. Nearly 20% of households earning between $60,000 and $80,000 per year are in the market for this type of home. Many intenders in this category will purchase their home in a new subdivision in one of the suburban areas, such as Surrey, Langley, or the Tri-Cities, where land prices are less.

Type of home sought by total household income

	$40,000 or less (n=89)	$ 40,000-60,000 (n=119)	$ 60,000-80,000 (n=80)	$ 80,000-100,000 (n=45)	Over $100,000 (n=50)	$200,000 or more (n=11)	Total (n=456)
New single-family	15%	9%	19%	14%	31%	28%	17%
Pre-owned single-family	30%	44%	48%	46%	40%	47%	40%
New duplex/row/townhouse	3%	4%	3%	9%	11%	-	6%
Pre-owned duplex/row/town	11%	10%	7%	18%	8%	8%	10%
New apartment	6%	6%	-	-	-	-	3%
Pre-owned apartment	15%	6%	10%	-	-	9%	8%
Other type of home	12%	10%	5%	6%	6%	8%	9%
Don't know/refused	9%	10%	8%	6%	5%	-	8%

Larger households are more interested in single family dwellings

Over 80% of intenders that have large families are looking for a single-detached home. Around 70% prefer it to be pre-owned, while the remainder are in the market for a new single-detached home. Interest in single-detached homes is positively correlated to household size. The larger the household, the more likely they are to demand a single-detached home, either new or pre-owned.

The market for new row/townhouses and duplexes is largely made up of one and two person households. However, single person households have little interest in pre-owned row/townhouses and duplexes. This home type is most appealing to two person households, a preference to 12% in this category. However there is broad interest to households with three or more in their family.

Large families are generally not interested in apartment condominiums. Preference for this home type declines with household size. Intenders are at least twice as likely to prefer pre-owned apartments than brand new units.

Households without children are more likely to demand single-detached homes. This is most pronounced with pre-owned single-detached homes, where 54% of households without children demand this home type, compared to 33% of households with children.

Households with children tend to prefer apartments and townhouses more than households without children. This characteristic is likely induced by affordability concerns. Young families are usually less able to afford more expensive single-detached homes.

Type of home sought by household size and children in household

	Household size				Children under 18 in household	
	1 (n=107)	2 (n=158)	3 (n=88)	4 or more (n=98)	Yes (n=299)	No (n=152)
New single	12%	17%	16%	24%	16%	19%
Pre-owned single	22%	36%	51%	57%	33%	54%
New row/duplex	9%	9%	3%	1%	8%	3%
Pre-owned row/duplex	1%	12%	9%	7%	10%	9%
New apartment	5%	4%	1%	-	4%	1%
Pre-owned apartment	12%	10%	2%	5%	11%	2%
Other	16%	5%	10%	5%	9%	8%
Don't know/refused	15%	8%	8%	3%	10%	5%

Note: Totals may not add to 100% due to rounding.

Housing preference differs by neighbourhood

The vast majority of households intending to purchase a home in the year 2000 will be looking in already established neighbourhoods. Only 12% of intenders stated that they would prefer to buy a home in a new subdivision development.

Nearly half of intenders looking to buy in a new subdivision development are in the market for a new single-detached home. Another 16% are interested in a pre-owned single-detached home, while 15% will buy a new row/townhouse or duplex.

Household intenders looking to buy in an established neighbourhood prefer a pre-owned single detached home by 46%. One in ten established neighbourhood buyers want a new single-detached home, while 12% would like a pre-owned row/townhouse or duplex.

A number of intenders are looking in neighbourhoods that are not classed as new or established. Many of these buyers are interested in rural acreage. Approximately 6% of intender households fall into this category.

Type of home sought by type of neighbourhood preferred

	New subdivision/ development (n=50)	Established neighbourhood (n=337)	Other (n=24)	Total (n=456)
New single	49%	10%	33%	17%
Pre-owned single	16%	46%	38%	40%
New row/duplex	15%	5%	4%	6%
Pre-owned row/duplex	4%	12%	-	10%
New apt/condo	6%	2%	-	3%
Pre-owned apt/condo	4%	9%	4%	8%
Other	5%	9%	13%	9%
Don't know/refused	-	7%	8%	8%

Note: Total may not add to 100% due to rounding.

What are buyers looking for? Home size

The size of home desired increases with the price range consumers are considering

Most households looking for homes priced below $200,000 are interested in homes of less than 1600 square feet. The bulk of these intenders looking for a home under 1200 square feet. In Vancouver, this translates into demand for apartment condominiums closer to the city core, and townhouses or smaller bungalows in the outlying suburbs.

Intenders looking in the $200,000 to $350,000 price range are in the market for diverse home sizes centred around: 1) homes less than 1200 square feet, likely apartments, 2) homes between 1400 1800 square feet, such as townhomes and small lot houses, and 3) homes between 1800 and 2500 square feet, single-detached houses. Households in the market for a home priced between $350,000 and $400,000 tend to prefer larger homes in excess of 1800 square feet, particularly between 2000 and 3000 square feet.

Not surprisingly, intenders looking for homes priced above $400,000 tend to require the largest homes, upwards of 2500 square feet.

Size of home sought (in square feet) by price range

	Under $200,000 (n=109)	$200,000-250,000 (n=113)	$250,000-$300,000 (n=62)	$300,000-$350,000 (n=60)	$350,000-$400,000 (n=39)	$400,000-$500,000 (n=24)	Over $750,000 (n=8)	Total (n=456)
Under 1000	20%	9%	7%	3%	-	-	-	8%
1001 - 1200	24%	12%	10%	7%	5%	-	-	12%
1201 - 1400	10%	8%	6%	3%	4%	-	-	6%
1401 - 1600	10%	13%	8%	12%	7%	5%	19%	10%
1601 - 1800	1%	8%	9%	9%	7%	5%	-	6%
1801 - 2000	4%	18%	19%	14%	10%	7%	-	12%
2001 - 2500	3%	11%	21%	20%	23%	8%	10%	14%
2501 - 3000	3%	4%	5%	13%	23%	38%	25%	10%
3001 - 3500	2%	1%	-	9%	2%	10%	-	3%
Over 3500	1%	1%	2%	-	9%	17%	7%	4%
Don't know/refused	22%	14%	13%	11%	11%	11%	38%	16%

Note: Total may not add to 100% due to rounding.

As with price, household income tends to segment the market for size of home

Intenders with household incomes of less than $40,000 are segmented around two home size preferences, under 1200 square feet and from 1400 to 2000 square feet. The former are likely younger buyers limited to apartments and smaller row/townhouses, while the latter are older buyers transferring considerable equity into their next purchase.

Those intender households earning between $40,000 and $80,000 per year have more housing options. This is evidenced by a broader range of home size preferences.

Larger homes are associated with higher incomes. Those earning over $80,000 show little interest in smaller homes, preferring instead homes of over 1600 square feet. Almost half of intenders earning over $100,000 are in the market for a home over 2500 square feet.

Size of home being considered (in square feet) by total household income

	Under $40,000 (n=89)	$40,000-60,000 (n=119)	$60,000-80,000 (n=80)	$80,000-100,000 (n=45)	Over $100,000 (n=61)	Total (n=456)
Under 1,000	17%	8%	10%	-	2%	8%
1001 - 1200	19%	17%	8%	5%	7%	12%
1201 - 1400	5%	6%	6%	6%	3%	6%
1401 - 1600	10%	14%	13%	13%	7%	10%
1601 - 2000	11%	17%	21%	18%	20%	18%
2001 - 2500	7%	13%	16%	28%	13%	14%
Over 2,500	8%	8%	11%	19%	46%	17%
Don't know/refused	24%	18%	14%	11%	5%	16%

Note: Total may not add to 100% due to rounding.

Preferred home size fluctuates throughout the city

Downtown Vancouver buyers primarily have apartment condominiums to choose from. This is represented in floor area preferences of less than 1200 square feet.

Intenders looking to buy in Vancouver West are divided between those wanting the smaller floor areas of less than 1000 square feet apartments provide, and the larger floor areas of single detached homes of over 2000 square feet.

East Vancouver intenders look for larger condominiums, but smaller single detached homes, less than 2000 square feet is size.

North Shore and Burnaby/New West households in the market for a home prefer single detached homes of many sizes, ranging from 1600 to over 2500 square feet.

Tri-Cites and Richmond intenders tend to prefer their homes from 1600 to 2000 square feet, with a number Richmond buyers preferring condominiums of 1000 - 1200 square feet.

Intenders looking to buy in suburban areas of Surrey/Delta and the Fraser Valley are mainly interested in homes over 1600 square feet in size.

Size of home sought (in square feet) by preferred community

	North Shore (n=54)	Vancouver Dwntwn (n=31)	Vancouver West (n=45)	Vancouver East (n=28)	Burnaby New West. (n=44)	Tri-Cities (n=37)	Richmond (n=21)	Surrey Delta (n=69)	Fraser Valley (n=30)	Other (n=41)	Total (n=454)
Under 1000	9%	24%	16%	9%	8%	5%	-	2%	10%	3%	8%
1000 - 1200	10%	34%	8%	30%	9%	7%	17%	8%	-	7%	12%
1201 - 1400	8%	9%	9%	4%	4%	8%	6%	7%	3%	4%	6%
1401 - 1600	8%	8%	10%	13%	12%	10%	8%	10%	12%	14%	10%
1601 - 2000	16%	12%	7%	28%	18%	28%	26%	12%	23%	18%	18%
2001 - 2500	14%	-	15%	9%	13%	16%	12%	28%	11%	10%	14%
Over 2500	19%	3%	23%	6%	17%	8%	14%	22%	24%	21%	17%
Don't know/refused	16%	10%	11%	3%	20%	18%	16%	12%	16%	23%	16%

Note: Totals may not add to 100% due to rounding.

What factors could influence home purchase intentions?

Economic factors are the primary reason for delaying a home purchase

About half of prospective home buyers report that economic factors would cause them to delay their home purchase. For example, 19% would delay their purchase if their personal finances deteriorated, while 17% would delay if there was a change in a household job situation. These economic factors are far more important now than last year. Only 31% of respondents to last year's survey thought economic reasons would delay their eventual home purchase, compared to 51% in this year's survey. This increase reflects an overall rise in consumer confidence. Since more households are thinking about buying a home, particularly with moderate intentions, it makes sense that there is a concomitant heightened sensitivity to these issues.

The housing market can act as another barrier to home purchases. Fully 15% of intenders have concerns over finding the right home or location. Another 13% may put off buying a home because of high real estate prices, while 19% cite problems selling their existing home as reason to delay buying a home, such as an inability to obtain a high enough price or just being unable to find a buyer.

Most factors which may delay home purchases are factors outside of the control of households, for example, home prices and changes in household job or financial situation. Less than 5% of intenders feel that personal reasons would operate to delay their home purchase.

Circumstances that would delay purchase (n=197)		
	(n)	(%)
Economic	**72**	**51%**
Change in household job situation	25	17%
Change in household financial situation	27	19%
Interest rates	18	13%
Refusal of credit/Need more credit	2	2%
Housing market	**66**	**47%**
Cannot find the right home/right location	21	15%
Home prices too expensive	18	13%
Cannot sell existing home	17	12%
Poor price for existing home	10	7%
Personal	**6**	**4%**
Develop health/mobility problems	2	1%
Just bought a home	-	-
Death/Death of family member	3	2%
No longer need to move	1	1%
Renovate existing home	-	-
Other delay factors	40	28%
Nothing	8	5%
Don't know/refused	5	4%
Note: Totals may not add to 100% due to multiple response		

Those not currently in the housing market can be induced to enter under certain conditions

Most respondents interviewed for this survey do not intend to purchase in the next 12 months. Under certain conditions however, many may be prepared to enter the market.

- Economic conditions, such as changes in household financial or job situation, would induce as many as 45% of these households into the marketplace.
- Positive changes in home affordability and other housing market characteristics have the potential to induce a further 15% of non-intender households into the real estate market.
- Many households indicated that they are quite happy with their current accommodation and would not be interested in moving under any circumstances, 28% of non-intender respondents fall into this category.

Circumstances might consider buying a home (n=2162)		
	(n)	(%)
Economic	**975**	**45%**
Change in household financial situation	678	31%
Change in household job situation	189	9%
Win lottery/Other windfall	79	4%
Interest rates	29	1%
Housing market	**353**	**15%**
Found the right home/location	112	5%
Home prices dropped	127	6%
Good price on existing home	60	3%
Relocating/Moving (unspecified)	20	1%
Deterioration of existing home	34	2%
Personal	**1079**	**49%**
Never moving again/Nothing	609	28%
Develop health/mobility problems	66	3%
Just bought a home	55	3%
Kids moved back/moved away	49	2%
Increase/decrease in family	27	1%
Graduate/finish school	10	<1%
Get married	15	<1%
Loss of present home/Disaster	18	1%
Retirement of self/spouse	31	1%
Changes/Deterioration of neighbourhood	11	<1%
If downsizing	18	1%
Proper timing/Too young/Future purchase	6	<1%
Lifestyle change (unspecified)	5	<1%
Cannot afford/No money/Need money	15	<1%
Other reconsideration factors	356	16%
Don't know/refused	145	7%
Note: Totals may not add to 100% due to multiple response		

Summary on home purchase intentions

Demand for home purchases is up over last year

- More than 15% of Metropolitan Vancouver households are currently in the market to buy a home, an increase of 43% over last year.
- Some 6.6% of households are *ready to buy* now, while another 8.6% are *looking to buy* over the next 12 months.
- These numbers indicate that up to 46,000 households are *ready to buy* a home now.

Many buyers are young, with moderate annual incomes and few children

- 56% of prospective home buyers rent their existing home.
- Prospective buyers are predominantly young -- 60% are under age 45, and 81% are under age 55.
- 63% of prospective home buyers have annual household incomes under $80,000.
- Those who intend to buy have small families -- two-thirds have no children under 18 living at home.

Most intend to buy pre-owned, single-family dwellings

- Most prospective buyers are looking at pre-owned homes (60%).
- Almost two-thirds of prospective buyers are looking for single-detached homes.
- Nearly 50% of prospective buyers seek homes priced under $250,000.
- Among intender households, Surrey/Delta (15%) and the North Shore (12%) are the most popular destinations.

Economic factors play a central role in the decision to buy or not to buy

- 51% of prospective home buyers would delay their home purchase if they experienced a change in their household's economic circumstances.
- On the other hand, 45% of those who expressed no intention to buy could be induced into the market if their household finances changed.

Part B: Home renovation intentions

Key market statistics

Synopsis

Renovation intenders comprise respondents who currently own their homes and have indicated they plan on renovating in the next year, and have competed one or more pre-renovation activities. The survey identified 1974 respondents to be questioned about their renovation plans, and 701 (39%) indicated that they are at least potential renovators.

Many households are strong intenders, *ready to renovate* right now. A total of 13% of renovation respondents fall into this category. A further 11% are moderate intenders, meaning they are *thinking about renovating* sometime in the year 2000 . Those households that are interested in renovating but have not engaged in any pre-renovation activity are considered *potential renovators*, 15% fall into this category.

While homeowner "sweat equity" will be used for smaller projects and by lower income households, nearly a quarter of all prospective renovators reported that they will spend more than $5,000 on their projects. Among this group, many will use trades and contractors.

How we defined someone who intends to renovate

Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next six months *and* had completed one pre-renovation activity (such as talking to a contractor or building materials supplier). Those *thinking about renovation* stated that they had a high chance of renovating in the next 12 months and some pre-renovation activity. A *possible/potential renovator* offered various other combinations of intentions (but no pre-renovation activity). A *non-intender* stated they had no intentions to renovate.

Renovation intentions

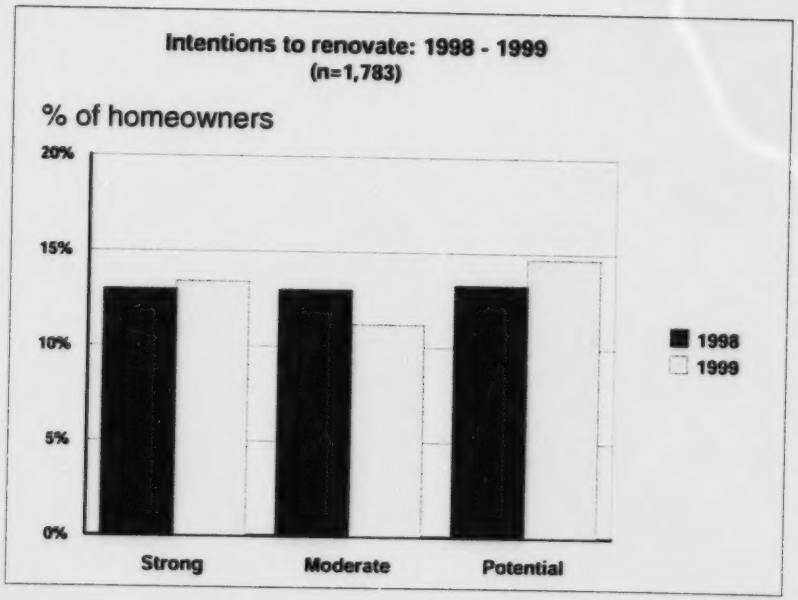
	(n)	(%)
Strong (Ready to Renovate)	239	13%
Moderate (Thinking of Renovating)	200	11%
Potential Renovator	262	15%
Not intending to renovate	1,083	61%
Total	1,783	100%

More homeowners plan to renovate this year compared to last

Potentially, almost two out of every five (39%) homeowners will renovate in the next year. The proportion of households that intend to renovate has remained the same in 1999 as in 1998. However, there is a difference in the breakdown between strong, moderate, and potential renovators.

Among those who intend to renovate:

- 13.4% are *ready to renovate* now. This is up from 13% in 1998. We consider this group as having *strong* renovation intentions.
- Those households *thinking of renovating*, having moderate intentions, has declined to 11% from 13% in 1998.
- 15% claim to be *potential renovators*. This number is up from 13% in 1998.

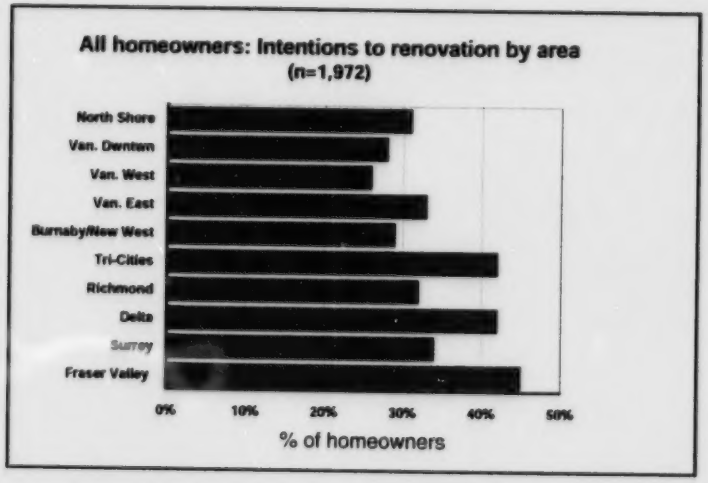


Intentions to renovate vary by area

- 45% of homeowners living in the Fraser Valley have plans to renovate in the coming year. Both Delta and the Tri-Cities have similarly high renovation intentions, with over 40% of homeowners potential renovators.

- Households in Vancouver West and Vancouver Downtown are the least likely to renovate their homes. Many of these intenders live in relatively new condominiums where renovation options are limited.

- Vancouver West and Vancouver Downtown also have the highest number of potential renovators. However, these households are not as serious about renovating now, since they haven't yet started any pre-renovation activity, like consulting a contractor or visiting a building supply store.



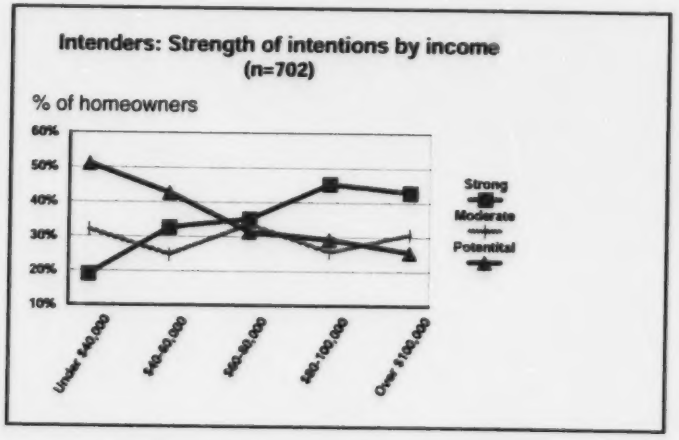
Renovation intenders: home renovation intentions by area			
	Strong	Moderate	Potential
Total (n=702)	34%	29%	37%
North Shore (n=75)	31%	31%	38%
Vancouver Dwntwn (n=20)	28%	22%	50%
Vancouver West (n=68)	26%	26%	47%
Vancouver East (n=78)	33%	24%	43%
Burnaby/New West (n=76)	29%	31%	40%
Tri-Cities (n=67)	42%	27%	31%
Richmond (n=52)	32%	32%	37%
Surrey (n=128)	34%	28%	38%
Delta (n=43)	42%	27%	31%
Fraser Valley (n=74)	45%	31%	34%
Other (n=8)	30%	32%	39%
Note: Total may not sum to 100% due to rounding.			

Who will renovate? Characteristics of home renovators

Middle-income groups lead renovation demand

Renovation intentions are strongly correlated to household income. Renovation intenders with the highest incomes are also the most serious renovators.

- Between 43% and 45% of renovation intender households earning in excess of $80,000 per year are *ready to renovate* right now.
- Those intender households earning $60,000 to $80,000 per year split nearly equally between strong, moderate, and potential renovators, with 35% *ready to renovate* now.
- In households with incomes of less than $60,000, renovation intenders are less likely to be serious about renovating in the short term. Households earning $40,000 to $60,000 appear to have fewer moderate intenders and many more potential intenders, while half of intender households with incomes less than $40,000 are only potential intenders. The lowest income households have the fewest intenders *ready to renovate* now, with only 19% of intenders in this category.

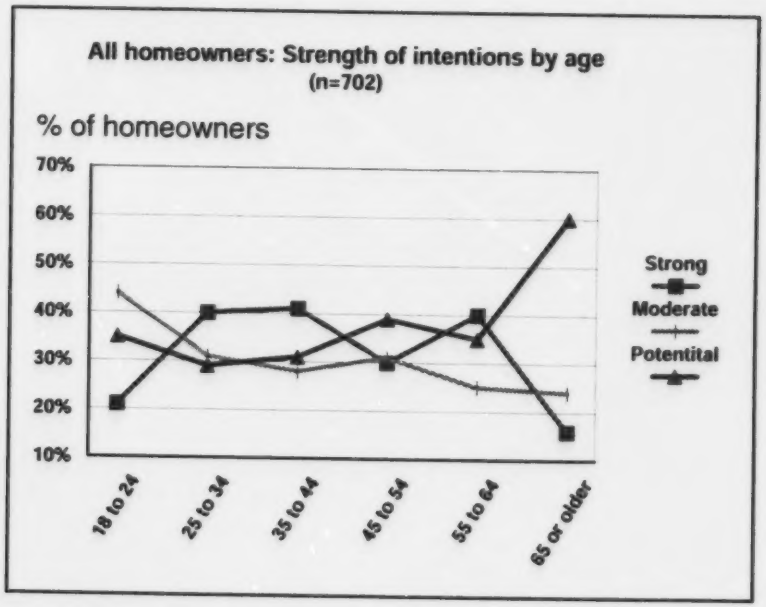


Home renovation intentions by household income						
	$40,000 or less (n=96)	$40,000-60,000 (n=157)	$60,000-80,000 (n=140)	$80,000-100,000 (n=80)	$100,000 or more (n=91)	Total (n=564)
Strong	19%	33%	35%	45%	43%	34%
Moderate	32%	25%	34%	26%	31%	29%
Potential	51%	43%	31%	29%	25%	37%
Note: Totals may not sum to 100% due to rounding.						

Younger households serious about home renovations

Renovation intentions vary considerably by age group. In general, the youngest and oldest intenders are least serious about renovating.

- Intentions peak among those aged 35 to 44, with 40% of these homeowners planning to renovate in the next year.
- Those homeowners *ready to renovate* now falls to 30% for those aged 45 to 54. However, this proportion increases to 40% for those aged 55 to 64.
- Seniors are least likely to renovate. Only 16% of homeowners over 65 consider themselves highly motivated to renovate.
- Young homeowner intenders aged 18 to 24 are more likely to be potential or moderate intenders, with only 21% in this age group considered *ready to renovate* now.

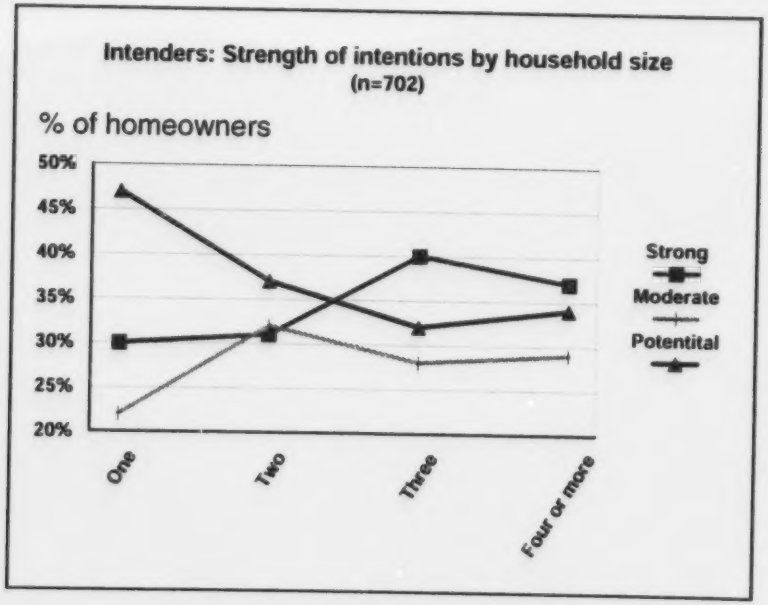


Home renovation intentions by age							
	18 to 24 (n=14)	25 to 34 (n=125)	35 to 44 (n=157)	45 to 54 (n=203)	55 to 64 (n=104)	65 or older (n=60)	Total (n=663)
Strong	21%	40%	41%	30%	40%	16%	34%
Moderate	44%	31%	28%	31%	25%	24%	29%
Potential	35%	29%	31%	39%	35%	60%	37%
Note: Totals may not sum to 100% due to rounding.							

Renovation intentions grow with household size

The larger the household, the higher the likelihood of renovating within the next year.

- Nearly 40% of households containing three or more people who are considering renovating are *ready to renovate* right now.
- Almost half of single person households considering renovating are classified as potential renovators, the least motivated of all intenders.
- 63% of renovation intenders have young children in the household. However, those households without young children are slightly more serious about renovating, with 38% *ready to renovate* now compared to 32% for households with young children.
- The increase in intentions across household sizes is consistent with last year's trend. In 1998, intentions also climbed as household size increased.



Home renovation intentions by household composition

	Household size				Children under 18		
	1 (n=112)	2 (n=246)	3 (n=100)	4 or more (n=232)	Children (n=431)	No children (n=255)	Total (n=702)
Strong	30%	31%	40%	37%	32%	38%	34%
Moderate	22%	32%	28%	29%	29%	28%	29%
Potential	47%	37%	32%	34%	39%	34%	37%

Note: Totals may not sum to 100% due to rounding

What work is being planned? Renovation projects and spending

While many renovations are cosmetic, some plans are extensive

Many renovations are cosmetic. Of all renovation projects planned, painting and wallpapering are the most common.

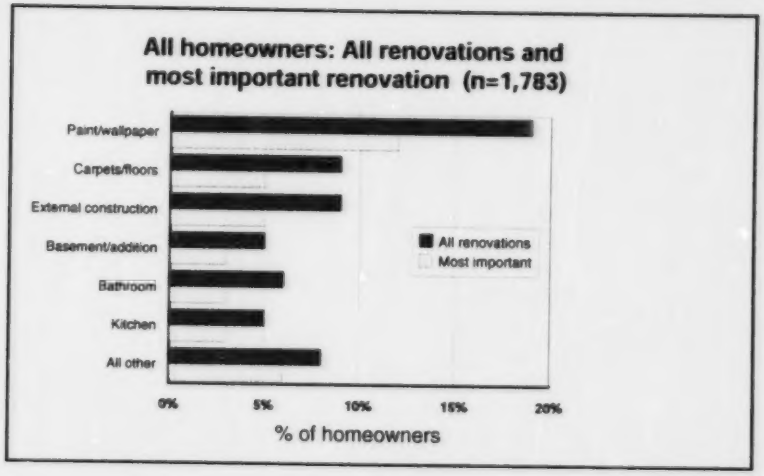
- Almost half of all intended renovation projects (49%) involve painting and wallpapering.
- 24% of all projects could involve painting or wallpapering more than one room.
- 16% could involve painting or wallpapering the whole house.

Renovators also have some extensive projects planned. For example:

- 6% are planning an addition or extension to their home.
- 9% are planning a deck or patio (included under external construction).
- 4% plan to convert a basement into a "rec room".

Renovations planned (n=943)	All renovations		Most important	
	(n)	(%)	(n)	(%)
Paint/ Wallpaper	346	49%	218	31%
Carpets/ Flooring	159	23%	89	13%
External construction	160	23%	97	14%
Basement/ Addition	88	13%	51	7%
Bathroom	108	15%	55	8%
Kitchen	92	13%	61	9%
All other renovation	139	20%	104	15%

Note: Totals do not sum to 100% due to multiple responses being allowed.



Those planning larger projects have the strongest intentions

Because larger projects take more planning and financial commitment, it is not surprising that those *ready to renovate* are planning projects at the higher end. Small jobs such as painting a room are quick do-it-yourself projects that may be planned over a weekend and just as quickly deferred.

- This trend is generally consistent with 1998.
- 34% of those planning paint and wallpaper projects have strong intentions.
- Households planning to renovate their bathrooms are serious intenders, with 41% of this group *ready to renovate* now. It is interesting to note that on a square footage basis, the bathroom is the most expensive room to renovate.
- Basement/attic and kitchen renovators also have strong intentions. Many of these households are looking to increase the useable floor area of their homes and upgrade their kitchens rather than move into the marketplace to purchase a home with these amenities.

Readiness to renovate by most important renovation planned

	Paint/ Wallpaper (n=218)	Kitchen (n=61)	Bathroom (n=55)	Carpets/ Flooring (n=89)	Basem/Attic Conv/Addtn (n=51)	External Const/ Repair (n=97)	All Others (n=104)	Total (n=675)
Strong	34%	31%	41%	26%	35%	30%	47%	34%
Moderate	28%	24%	34%	31%	23%	33%	29%	29%
Potential	39%	45%	26%	44%	42%	37%	25%	37%

Average planned renovation expenditure jumps 50% in one year.

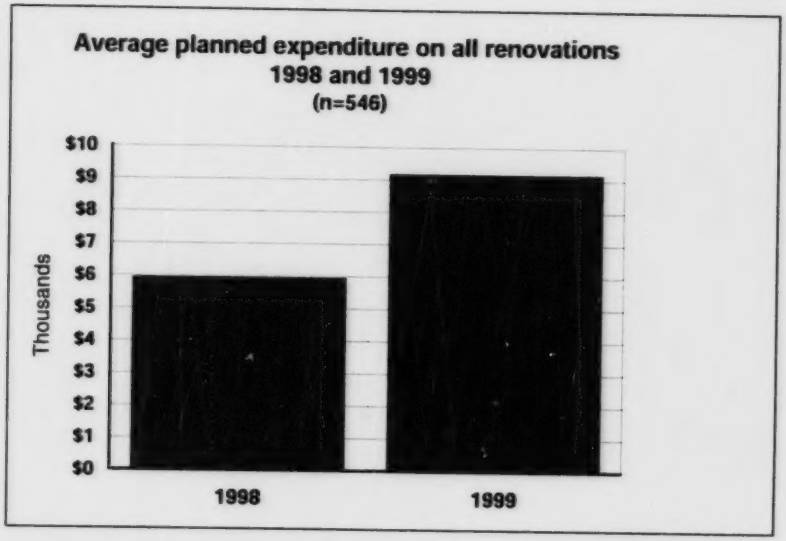
Although most renovation projects are relatively small, planned expenditures can be large.

- 50% of those planning a renovation intend to spend more than $3,000.
- Average spending, however, is higher at almost $9,200. This indicates that a few renovators plan projects with well above median expenditures.
- Among prospective renovators, 22% have no idea how much their project will cost.

Planned expenditure		
	(n)	(%)
Up to $500	110	16%
$ 501 - 1,000	53	8%
$1,001 - 2,500	88	13%
$2,501 - 5,000	134	19%
$5,001 -10,000	83	12%
Over $10,000	78	11%
Don't know/refused	155	22%
Total	701	100%

Renovators plan to spend considerably more on their renovations this year over last.

- The average cost of planned renovations jumped 50% from 1998 to 1999, moving from $5,950 to almost $9,200.
- The line dividing the least expensive from the most expensive projects also moved up dramatically. In 1998, 50% of renovators planned to spend more than $2,000. In 1999, however, this figure jumped to $3,000.

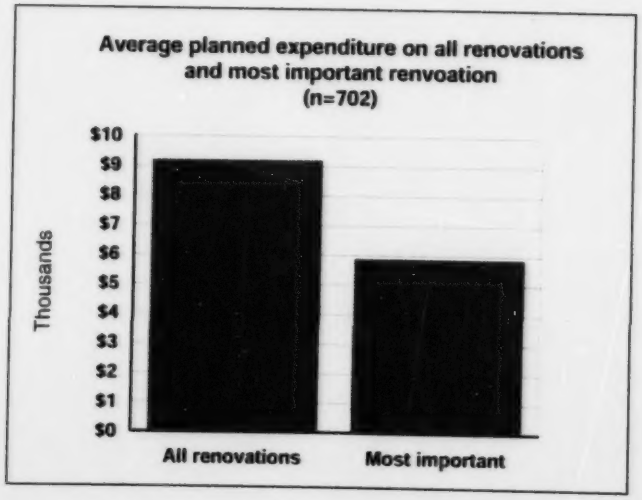


Most important project only two-thirds of all renovation spending

The most important project is often only one component of a larger renovation.

- Only 7% see their most important project costing more than $10,000. Meanwhile, 11% see all renovations costing more than $10,000.
- The average cost for all renovation projects is close to $9,200. The average cost of the most important renovation project is about $5,900.
- Of all renovation projects planned, 50% are at or below the $3,000 mark, while 50% of the most important renovation projects are planned to cost less than $2,000.

Planned expenditure on most important renovation		
	(n)	(%)
Up to $500	151	22%
$ 501 - 1,000	63	9%
$1,001 - 2,500	114	16%
$2,501 - 5,000	107	15%
$5,001 -10,000	60	9%
Over $10,000	51	7%
Don't know/refused	155	22%
Total	702	100%
Note: Totals may not add to 100% due to rounding		



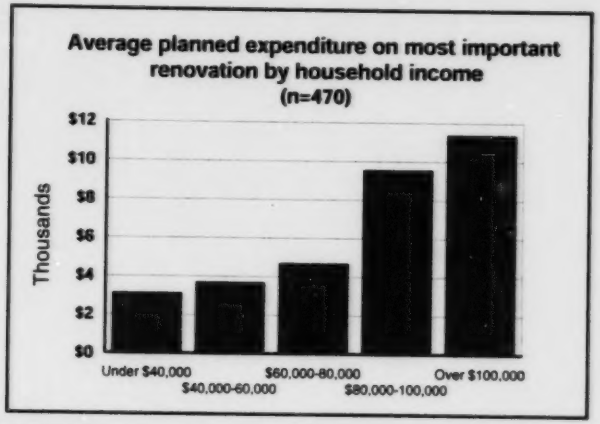
High income households plan to spend more on renovations

On average, the higher the household income, the greater the expenditures planned on home renovation. While those with household income below $40,000 plan to spend an average of less than $3,000 on their most important renovation, those with household income above $100,000 plan to spend over $11,000.

Those with higher incomes have the financial discretion to undertake substantial changes to their homes, such as upgrading basements and creating "rec." rooms. Lower income households tend to be able to afford only more modest changes and interior decorating.

Cost is reflected in the type of renovation households are planning. Lower income respondents are interested in painting and wallpapering. New carpets and flooring tends to be more popular among renovators with incomes less than $80,000 per year. This reflects the fact that many households in this income category purchase older homes that require updating in this manner.

In terms of remodelling kitchens and bathrooms, those in the mid- to higher-income ranges plan a more extensive renovation than lower income groups. These are typically higher cost renovations, reflecting the greater resources these households possess.



Most important renovation planned by total household income

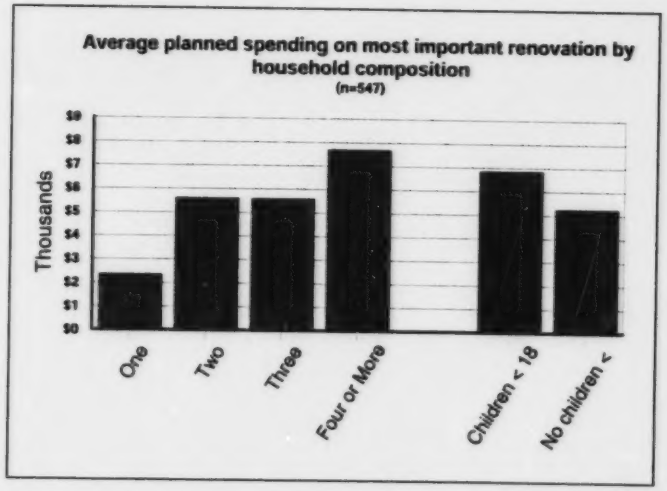
	Under $40,000 (n=94)	$ 40,000-60,000 (n=157)	$ 60,000-80,000 (n=140)	$ 80,000-100,000 (n=80)	$100,000-200,000 (n=82)	Total (n=553)
Paint/ Wallpaper	35%	36%	29%	25%	32%	31%
Kitchen	5%	10%	8%	6%	9%	9%
Bathroom	11%	4%	8%	12%	10%	8%
Carpets/ Flooring	17%	14%	17%	5%	9%	13%
Basem/ Attic Conv/ Addtn	6%	5%	6%	11%	10%	7%
Exter Const/ Repair	5%	16%	14%	18%	9%	14%
All Others	16%	10%	16%	21%	16%	15%
Don't know/refused	5%	5%	2%	3%	5%	4%

Larger families plan more substantial renovations

Generally, households with larger families will spend (on average) more on their renovations. This is demonstrated by households with children under 18 planning to spend more than those without children.

As families become larger, they typically invest in various functional upgrades such as adding a bathroom, or converting a basement or attic into living space.

- Larger households (four-people or more) plan more "rec rooms" and basement renovations (11%).
- Households without children are more likely to invest in painting and wallpapering (33% versus 29%), while single person households are the most likely to invest in carpets and flooring.



Most important renovation planned by household composition

	Household size				Children under 18		Total
	1 (n=112)	2 (n=246)	3 (n=100)	4 or more (n=232)	Yes (n=431)	No (n=255)	(n=702)
Paint/ Wallpaper	45%	28%	33%	27%	29%	33%	31%
Kitchen	6%	8%	9%	9%	9%	8%	9%
Bathroom	7%	8%	9%	7%	8%	8%	8%
Carpets/ Flooring	22%	14%	10%	9%	9%	15%	13%
Basement/Attic Conv/ Addtn	3%	7%	5%	11%	10%	5%	7%
External Const/ Repair	7%	15%	15%	15%	15%	13%	14%
All Others	8%	15%	15%	18%	17%	13%	15%
Don't know/refused	2%	4%	4%	4%	4%	4%	4%

Home maintenance important to older renovators

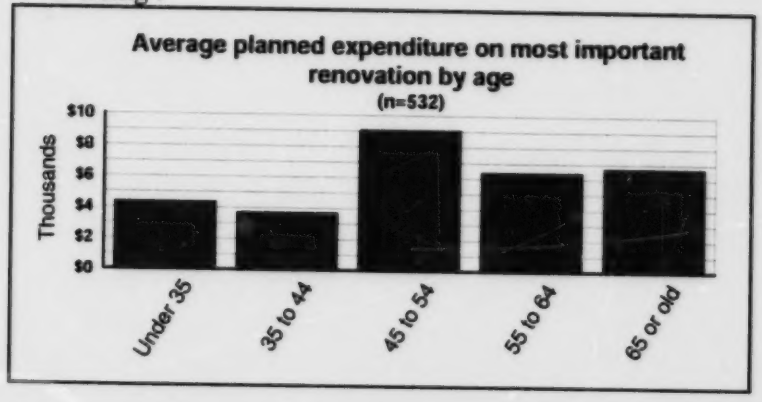
Older households planning to purchase a home are more likely to move down in the market to smaller, more affordable homes. In the renovation market, there is evidence of a similar trend. With children leaving home, older households have less need for major renovations such as adding more space. As a result, they turn their attention to maintaining their existing homes.

- Expenditures on the most important renovation is highest among those between the age of 45 and 54, where average planned expenditure is over $9,000. These consumers are more likely to identify their most important renovation as a major one, such as an addition, attic, or basement conversion.

- Younger renovators (between 35 and 54) plan slightly more projects that can be considered large-scale, like basement/attic conversion or additions and external construction or repair.

- Older renovators (over 54) are less likely to plan major additions and basement conversions and are more likely to be improving their quality of life by renovating a bathroom or upgrading carpets and flooring.

- Renovation intenders over age 65 are most likely to be simply maintaining their homes, with 25% of their renovation activity devoted to external construction or repair, such as a new roof or siding .

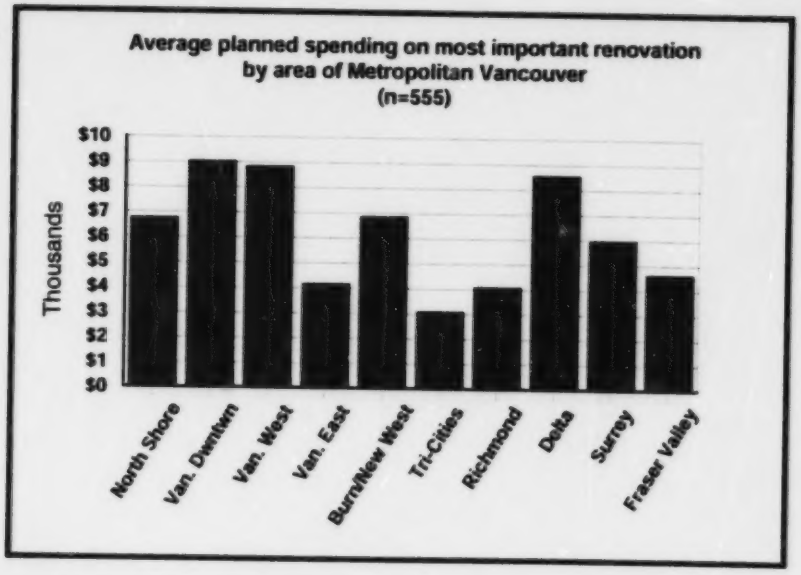


Most important renovation planned by respondent age						
	Under 35 (n=139)	35 to 44 (n=157)	45 to 54 (n=203)	55 to 64 (n=104)	65 and older (n=60)	Total (n=663)
Paint/ Wallpaper	32%	34%	30%	29%	38%	31%
Kitchen	6%	9%	12%	7%	8%	9%
Bathroom	4%	10%	6%	15%	8%	8%
Carpets/ Flooring	12%	14%	11%	15%	7%	13%
Basement/Attic Conversion/Addition	8%	9%	9%	3%	4%	7%
External Construction/Repair	17%	10%	14%	9%	25%	14%
All Others	17%	12%	16%	18%	8%	15%
Don't know/refused	7%	2%	3%	5%	2%	4%

Most expensive renovations planned by Downtown Vancouver homeowners

Renovation intenders in Vancouver West, Vancouver Downtown, and Delta plan to spend in excess of $8500 on their most important renovation. On the other hand, homeowners in the Tri-Cities area are looking to spend the least amount, with an average expenditure on their most important renovation project estimated at just $3,100.

- Renovators in the Tri-Cities prefer painting and wallpapering activities over any other renovation project, 45% in all.
- Homeowners in Downtown Vancouver live primarily in apartment condominiums. It makes sense, then, that 30% of these renovation intenders consider new carpet or flooring, painting/wallpapering, and kitchen modifications as their most important renovation, as these are likely some of the only renovation activities available to them.



Most important renovation planned by current residence of respondent

	North Shore (n=75)	Vancouver Downtown (n=20)	Vancouver West (n=68)	Vancouver East (n=78)	Burnaby New West. (n=76)	Tri-Cities (n=67)	Richmond (n=52)	Delta (n=43)	Surrey (n=128)	Fraser Valley (n=74)	Other (n=8)	Total (n=689)
Paint/ Wallpaper	29%	28%	33%	31%	26%	45%	36%	23%	27%	33%	42%	31%
Kitchen	16%	13%	5%	4%	11%	10%	11%	10%	7%	8%	6%	9%
Bathroom	10%	9%	8%	8%	5%	8%	11%	13%	7%	6%	-	8%
Carpets/ Flooring	6%	30%	10%	10%	17%	7%	12%	15%	19%	12%	-	13%
Basement/Attic Conversion/Addition	9%	-	7%	8%	8%	8%	4%	9%	7%	9%	-	7%
External Construction/Repair	11%	6%	15%	18%	16%	12%	11%	14%	13%	14%	20%	14%
All Others	16%	6%	17%	20%	10%	10%	14%	15%	16%	18%	21%	15%
Don't know/refused	4%	8%	6%	2%	8%	1%	2%	2%	4%	2%	11%	4%

Who will do the renovation work? Use of contractors and do-it-yourself

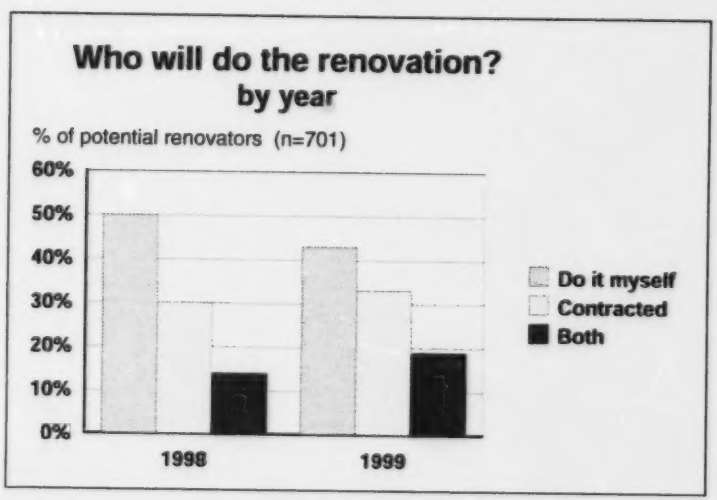
More renovators plan professional help this year

Almost two-thirds of all renovators plan to do at least part of the work themselves.

- 43% of the 701 renovation intenders reported plans to complete their renovation project on their own.
- About 19% said that they would use both contracted help, as well as doing some of the work themselves.
- One-third of renovation intenders will hire someone to do all their renovation, using a skilled tradesperson (17%), general contractor (11%) or a general handyman (5%).

Renovators are looking more toward professional help in home renovations than last year. The number of renovators who plan "do-it-yourself" projects has decreased from 50% last year to just 43% this year. However, those who plan to contract out at least some of the work has risen from 14% to 19%. Moreover, renovators who plan to engage a contractor, tradesperson, or handyman to complete the work has increased from 30% to 33% this year.

Who will do the renovations?		
	(n)	(%)
Do it myself	298	43%
Some contracted help	131	19%
Skilled tradesperson	120	17%
General contractor	77	11%
General handyman	33	5%
Family/ Friends	11	2%
Someone else	18	3%
Don't know/refused	13	2%
Total	701	100%



Homeowners use outside help with larger projects

Most homeowners are willing to tackle smaller jobs, such as touching up some paint and completing basic repairs to the exterior of the building. On larger projects, however, homeowners quickly turn to outside expertise.

- Almost six out of ten renovators plan to complete painting and wallpapering projects by themselves.
- Far fewer homeowners tackle basement and attic conversions or room additions on their own, preferring to hire at least some help.
- For kitchen renovations, most renovators look to some contracted help (31%), to a skilled tradesperson (21%), or to a general contractor (13%).
- When it comes to laying carpeting and flooring, homeowners seek outside help 62% of the time.
- External construction or repair is a "do-it-yourself" project for 40% of intenders, while half of home renovators will employ a least some help in this area.

Who will do the renovations by all renovations planned

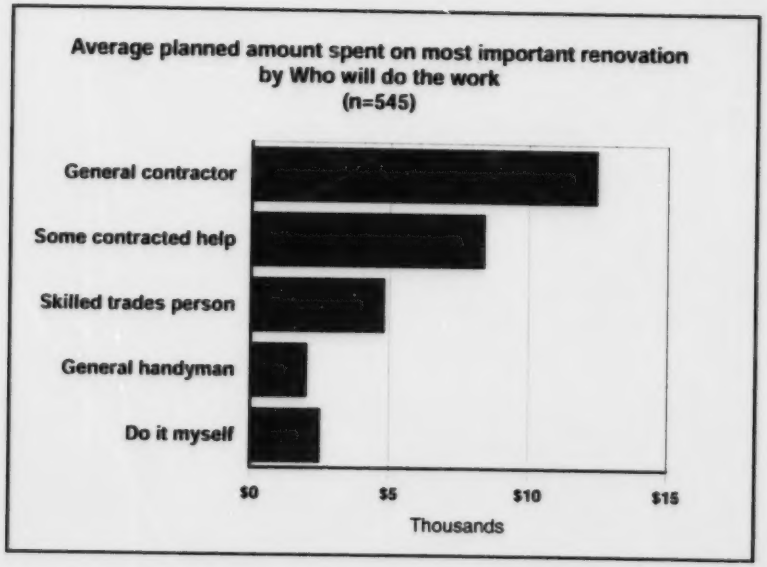
	Paint/ Wallpaper (n=346)	Kitchen (n=92)	Bathroom (n=108)	Carpets/ Flooring (n=159)	Basemt/ Attic Conv/ Addtn (n=88)	External Constr/Repair (n=160)	All Others (n=139)	Total (n=702)
Do it myself	58%	27%	32%	32%	30%	40%	37%	43%
Some contracted help	15%	31%	29%	17%	30%	18%	22%	19%
Skilled tradesperson	12%	21%	19%	31%	12%	16%	21%	17%
General contractor	7%	13%	16%	8%	17%	15%	10%	11%
General handyman	5%	3%	2%	6%	4%	3%	5%	5%
Miscellaneous	-	-	-	<1%	2%	<1%	-	<1%
Don't know/refused	1%	1%	1%	3%	-	2%	2%	2%

The use of outside help increases with planned expenditures

The average expenditure is closely tied to whether the consumer plans to hire someone to do the work. While the value of the renovation varies widely, the average expenditure for the most important renovation project involving a general contractor is close to $12,500. The average for projects conducted by homeowners themselves is about $2,500.

- Most work under $1,000 will be done by the homeowner (55%). At the other end of the spectrum, only 7% of respondents expect to do all of the work themselves on renovations over $10,000.

- Reliance on outside help jumps markedly when the cost of the project exceeds $1,000, though skilled trades people may be involved in a few smaller jobs (under $500). Typically, this would involve interior decorating such as painting a room or other type of "surface" renovation.



Planned expenditures on most important renovation by who will do renovations

	Do it myself (n=298)	Some contracted (n=131)	General Handyman (n=33)	Skilled Tradesperson (n=120)	General Contractor (n=77)	Other (n=29)	Total (n=688)
Up to $500	43%	4%	9%	5%	5%	14%	22%
$ 501 - 1,000	12%	7%	26%	5%	3%	-	9%
$1,001 - 2,500	9%	22%	20%	28%	20%	3%	16%
$2,501 - 5,000	8%	21%	11%	22%	26%	10%	15%
$5,001 -10,000	3%	17%	1%	11%	15%	7%	9%
Over $10,000	4%	10%	-	7%	18%	24%	7%
Don't know/refused	21%	19%	34%	22%	15%	48%	22%

Low income households invest more personal time in their homes

Lower income homeowners face financial constraints affecting the magnitude of their renovation project. This also has an impact on whether they do the work themselves or contract it out.

- Renovators with incomes under $40,000 are more likely to hire a general handyman. This may reflect the nature of the renovation, or a search for inexpensive alternatives to a general contractor or skilled tradesperson.
- Only about 30% of homeowners with annual incomes exceeding $100,000 plan to do the work themselves.
- Higher income households are more likely to use a general contractor because of the type of renovation planned and their ability to pay.

Who will do renovations by total household income

	Under $40,000 (n=94)	$ 40,000-60,000 (n=157)	$ 60,000-80,000 (n=140)	$ 80,000-100,000 (n=80)	Over $100,000 (n=91)	Total (n=562)
Do it myself	36%	47%	46%	45%	31%	43%
Some contracted help	19%	19%	21%	19%	24%	19%
General handyman	11%	4%	3%	2%	5%	5%
Skilled tradesperson	16%	19%	17%	12%	16%	17%
General contractor	9%	6%	11%	15%	19%	11%
Someone else	4%	4%	2%	5%	4%	4%
Don't know/refused	5%	1%	-	2%	2%	2%

Note: Totals may not sum to 100% due to rounding.

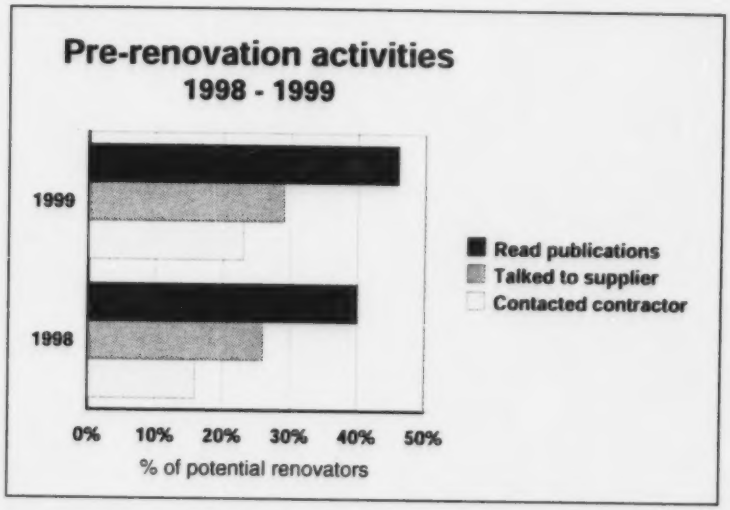
Renovators consult a variety of sources

Homeowners planning to renovate typically consult a variety of information sources. The survey probed respondents for their use of general contractors, building suppliers, and publications for information on renovation.

- A surprising number of renovators (57%) get information on their project from TV programs and/or videos.
- Almost half (46%) consult publications, while around a third (30%) have spoken to building material suppliers.

Pre-renovation activities of all types were more common in 1999 than in 1998. With issues surrounding the quality of building design in the forefront, renovators are looking for information about renovations more than ever. In 1998, respondents were not offered "TV programs and/or videos" in the survey as an option for pre-renovation activity.

Pre-renovation activities		
	(n)	(%)
Watched TV pgms/videos on renovations	398	57%
Read publications: renovation info	325	46%
Talked to building materials supplier	202	29%
Contacted contractor: renovation info	164	23%
None of these	145	21%
Note: Respondents could provide multiple responses.		



What factors could influence home renovation intentions?

Changing financial situation the primary reason for people to reconsider renovations

A total of 43 respondents had thought about renovating in the last year and then decided not to. This amounts to about 1.5% of all homeowners surveyed.

A change in household finances was the most commonly cited reason for not pursuing a home renovation. 30% of those who changed their mind about a renovation mentioned this reason.

This represents a departure from the 1998 survey. In 1998, 34% of these respondents cited the reason for putting off a renovation was that they had recently finished renovating. This year just 6% fell into this category.

Other reasons offered for deferring renovation projects include being satisfied with existing home (8%), not wanting a mess/hassle(8%), and too busy (5%).

Reasons homeowners decided not to renovate (n=43)		
	(n)	(%)
Change in household financial situation	10	30%
No time/Too busy	2	5%
Just renovated existing home	2	6%
Want to move/Trying to sell	-	-
Satisfied with existing home	3	8%
Just bought a home	-	-
Age factor	-	-
Cost is too high	1	4%
Don't need/Have a new house	1	3%
Don't want to make a mess/hassle	3	8%
Don't need (unspecified)	3	8%
Other reasons not to renovate	15	45%
Don't know/refused	3	9%
Note: Totals may not add to 100% due to multiple response		

Many could be induced to renovate under the right conditions

While a large group say they have no intention of renovating, some say they would renovate under the right circumstances.

- Deterioration of their existing home would prompt as many as 19% of non-intenders to renovate their homes.

- A change in financial position could induce a further 7% of homeowners to begin a renovate project.

Given the right conditions, about half of those who say they have no intentions of renovating now could change their minds. This demonstrates that homeowners may respond well to a change in the costs and convenience of renovating by accelerating their projects.

Circumstances consider renovating		
	(n)	(%)
Nothing/Like my existing home	336	48%
Change in household financial situation	48	7%
Deterioration of existing home	128	19%
Disaster	30	4%
Home needs to be older/too new	16	2%
Already done/Don't need	17	2%
Thinking of selling home	13	2%
Win lottery/Other windfall	7	1%
Develop health/mobility problems	5	1%
Increase in household size	4	1%
Don't want to/No intentions	16	2%
Kids moved back/moved away	2	<1%
Want to change style of existing home	13	2%
Change in household job situation	4	<1%
Bought an older home	1	<1%
Other reconsideration factors	129	19%
Don't know/refused	50	7%
Note: Totals may not add to 100% due to multiple response		

Summary of renovation intentions

More homeowners plan to renovate this year compared to last

- Potentially, almost 40% of all homeowners will renovate in the next year, with over 13% *ready to renovate* now.
- The most serious renovators live in the Fraser Valley, Delta, and the Tri-Cities.

Prospective renovators likely have moderate incomes and larger families

- Renovation intentions peak among those aged 35 to 54, with 54% of homeowners in this age bracket planning to renovate in the next year.
- Households with incomes between $40,000 and $80,000 make up well over half of potential renovators.
- The larger the household, the higher the likelihood of renovating within the next year.

While many renovations are cosmetic, some plans are extensive

- Almost half of all intended renovation projects (49%) involve painting and wall papering.
- Households most *ready to renovate* are planning larger more expensive projects.

Homeowners plan to spend substantial amounts on renovations

- On average, homeowners plan to spend $9,200 on their renovation projects.
- Half of those planning a renovation plan to spend over $3,000.

"Do-it-yourself" a strong feature of renovations

- Six in ten renovators plan to do at least part of the work themselves.
- The use of outside help increases with the magnitude (scope of work) and planned expenditure of the project.

Economic factors the primary influence on renovation intentions

- Out of those households postponing a renovation in the last year, 30% cited a change in their household finances as the reason.
- Financial and job status would need to improve for many homeowners to undertake a renovation.

APPENDIX 1

About the Research
the Questionnaire and future surveys

Overview of the research

Between September 2 and September 15, 1999, Canada Mortgage and Housing Corporation interviewed 3,011 residents in the Vancouver Census Metropolitan Area. This survey was replicated in five other cities (Edmonton, Calgary, Toronto, Montreal and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"
"Ready to Renovate" "Thinking about Renovation"
and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy or Renovate a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "*ready to buy*" (strong intender) and "*looking to buy*" (an intender or someone who is seriously thinking about purchasing).

Definition of home purchase intentions

Strong intender (*ready to buy*)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy.*

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate intender (*looking to buy*)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Definition of renovation intentions

The definition of renovation intentions parallels that of home purchase.

Strong intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" *and* who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/potential renovator

This respondent: stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or stated that he/she did not know whether they would undertake renovations.

Non-intender

This respondent stated that he/she had no intentions of renovating in the next year.

Consumer intentions to buy or renovate a home in Vancouver: a look at tomorrow's customers ... today.

Data Report

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CMHC Vancouver [Data are weighted]

Home purchase intentions

		n	%
	Strong (Ready to Buy)	199	6.6%
	Moderate (Looking to Buy)	258	8.6%
	Not intending to buy	2554	84.8%
Total		3011	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Vancouver		n	%
	North Shore	45	9.8%
	Vancouver Downtown	35	7.7%
	Vancouver West	64	14.1%
	Vancouver East	65	14.2%
	Burnaby/New West	55	12.1%
	Tri-Cities	41	9.1%
	Richmond	22	4.8%
	Delta	13	2.9%
	Surrey	73	16.0%
	Central Fraser Valley	28	6.1%
	Other	5	1.1%
	DON'T KNOW/REFUSED	10	2.2%
Total		456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18-24	22	4.7%
25-34	145	31.7%
35-44	107	23.4%
45-54	96	21.0%
55-64	45	9.8%
65 +	29	6.3%
DK/NR	14	3.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	442	41	39

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	192	42.1%
Female	264	57.9%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	200	43.8%
Rent	256	56.2%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	107	23.5%
2	158	34.6%
3	88	19.4%
4 or more	98	21.6%
DK/NR	5	1.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	299	65.6%
Yes	152	33.4%
DK/NR	5	1.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home Purchase Intender Profile: Total household income

	n	%
Under $20,000	23	5.1%
$ 20,000- 40,000	66	14.4%
$ 40,000- 60,000	119	26.1%
$ 60,000- 80,000	80	17.5%
$ 80,000-100,000	45	9.9%
$100,000-200,000	50	10.9%
$200,000 or more	11	2.3%
DK/NR	63	13.7%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	91	20.0%
No	365	80.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
Quebec	2	2.6%
Ontario	4	3.9%
Manitoba	1	1.0%
Alberta	1	1.1%
British Columbia	78	84.9%
Outside Canada	6	6.5%
Total	91	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
PQ: Montreal	1	1.6%
PQ: Quebec City	1	1.0%
ON: London	2	1.9%
ON: Toronto	2	2.0%
MB: Winnipeg	1	1.0%
AB: Other	1	1.1%
BC: Vancouver	59	64.4%
BC: Other	19	20.5%
Outside Canada	6	6.5%
Total	91	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

CMHC Vancouver [Data are weighted]

Chances of buying home in next 12 months

	n	%
Low	154	33.8%
50/50	166	36.4%
High	127	27.9%
Don't Know/Refused	9	2.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

	n	%
Low	305	66.9%
50/50	81	17.8%
High	60	13.2%
Don't Know/Refused	9	2.1%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
North Shore	54	11.8%
Downtown Vancouver	31	6.8%
West Vancouver	45	9.8%
East Vancouver	28	6.2%
Burnaby/New Westminster	44	9.7%
Tri-Cities	37	8.0%
Richmond	21	4.6%
Surrey/Delta	69	15.1%
Central Fraser Valley	30	6.5%
Other	81	17.8%
DK/NR	17	3.8%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Brand new	119	26.1%
Pre-owned	275	60.4%
Other	30	6.6%
DK/NR	32	7.0%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Type of home looking for/Intending to buy

		n	%
	Single detached	287	62.9%
	Semi-detached/duplex	20	4.4%
	Row/Town house	65	14.4%
	Apartment	58	12.7%
	Condominium	4	1.0%
	Other	16	3.5%
	DK/NR	5	1.2%
Total		456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

		n	%
	Freehold	338	74.0%
	Condominium	85	18.6%
	Other	16	3.5%
	DK/NR	17	3.8%
Total		456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Type of neighbourhood preferred: Home looking for/Intending to buy

	n	%
New subdivn/development	50	10.9%
Established neighbourhood	337	73.9%
Rural/Semi-rural/Farm/Acreage	16	3.5%
Does not matter/Either	6	1.4%
Other	2	.4%
DK/NR	45	9.9%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/Intending to buy

	n	%
Under $200,000	109	23.9%
$200,000 - 250,000	113	24.8%
$250,000 - 300,000	62	13.6%
$300,000 - 350,000	60	13.2%
$350,000 - 400,000	39	8.5%
$400,000 - 500,000	24	5.3%
$500,000 - 750,000	28	6.0%
Over $750,000	8	1.7%
DK/NR	13	2.9%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for compared to current home

	n	%
More	202	58.8%
Same	64	18.7%
Less	77	22.5%
Total	344	100.0%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/intending to purchase (sq ft)

	n	%
Under 800 sq ft	6	1.4%
800 - 1000 sq ft	32	7.0%
1001 - 1200 sq ft	52	11.5%
1201 - 1400 sq ft	28	6.1%
1401 - 1600 sq ft	47	10.2%
1601 - 1800 sq ft	25	5.6%
1801 - 2000 sq ft	54	11.9%
2001 - 2500 sq ft	61	13.5%
2501 - 3000 sq ft	45	9.8%
3001 - 3500 sq ft	14	3.0%
Over 3500 sq ft	18	3.9%
DK/NR	74	16.2%
Total	456	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	79	17.3%
Talked to financial institution: mortgage	170	37.2%
Pre-approved for a mortgage	105	23.0%
Read publications: housing market info	327	71.7%
Talked to realtor: buying a home	225	49.4%
Listed your home for sale	44	9.7%
Visited homes for sale, in last month	181	39.7%
None of these	46	10.1%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	27	19.0%
Change in household job situation	25	17.4%
Poor price for existing home	10	7.1%
Home prices too expensive	18	12.8%
Interest rates	18	12.5%
Cannot sell existing home	17	11.7%
No longer need to move	1	.5%
Cannot find the right home	20	14.4%
Kids moved back home	0	.0%
Renovate existing home	0	.0%
Just bought a home	0	.0%
Develop health/mobility problems	2	1.4%
Death/Death of family member	3	2.0%
Refusal of credit/Need more credit	2	1.6%
Right location/Area	1	.4%
Nothing	8	5.4%
Other delay factors	40	28.4%
DON'T KNOW/REFUSED	5	3.5%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	105	32.0%
Change in household job situation	10	3.0%
Cannot afford down payment	29	8.9%
Home prices too expensive	76	23.2%
Interest rates	6	2.0%
Cannot sell existing home	7	2.1%
Satisfied with existing home	11	3.3%
Like my neighbourhood	11	3.3%
No longer need to move	5	1.5%
Cannot find the right home	20	6.0%
Hate moving	8	2.4%
Kids moved back/moved away	6	1.9%
Just renovated existing home	3	.8%
Just bought a home	20	6.2%
Not ready/Not the right time	7	2.1%
Cannot afford/Financial (unspec)	8	2.3%
Economy (unspecified)	5	1.5%
Unsure of final destination	3	.9%
Personal reasons	0	0%
In school/Children in school	6	1.8%
Pay off existing loans/Mortgage	1	.2%
Market (unspec)	2	.6%
Age: Too old/young/Retiring	4	1.2%
Cannot get mortgage	0	.0%
Location/Close to work	4	1.3%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

CMHC Vancouver [Data are weighted]

Reasons for not purchasing (Continued...)

Reasons	n	%
Other reasons decided not to buy	69	21.1%
DON'T KNOW/REFUSED	10	3.1%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)] [Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	678	30.9%
Change in household job situation	189	8.6%
Good price on existing home	60	2.7%
Home prices dropped	127	5.8%
Interest rates	29	1.3%
Deterioration of existing home	34	1.6%
Develop health/mobility problems	66	3.0%
Found the right home	106	4.8%
Kids moved back/moved away	49	2.2%
Never moving again/Nothing	619	28.2%
Just bought a home	55	2.5%
Loss of present home/Disaster	18	.8%
Increase/decrease in family	27	1.2%
Retirement of self/spouse	31	1.4%
Graduate/finish school	10	.5%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

CMHC Vancouver [Data are weighted]

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Already have a home	14	.6%
Relocating/Moving (unspecified)	20	.9%
Changes/Deterioration of neighbourhood	11	.5%
Proper timing/Too young/Future purchas	6	.3%
Ability to sell current home	8	.3%
Improvement in economy	0	.0%
Suitable location	6	.3%
Lifestyle change (unspecified)	5	.2%
Win lottery/Other windfall	79	3.6%
Get married	15	.7%
Cannot afford/No money/Need money	15	.7%
If downsizing	18	.8%
Other reconsideration factors	356	16.2%
DON'T KNOW/REFUSED	145	6.6%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

			Overall	Area of residence in Vancouver										
				North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/New West	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley	Other
	Strong (Ready to Buy)	n	100	23	12	22	31	28	10	6	7	30	13	1
		%	40.5%	51.5%	33.0%	38.1%	48.5%	50.4%	42.5%	37.3%	52.7%	40.7%	48.9%	17.4%
	Moderate (Leaning to Buy)	n	268	22	23	41	33	27	24	14	6	43	15	4
		%	58.5%	48.5%	67.0%	69.9%	51.5%	48.6%	57.5%	62.6%	47.3%	59.3%	53.1%	62.6%
Total	N		468	46	36	64	65	56	41	22	13	73	28	5
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home purchase intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Total	Strong (Ready to Buy)	n	199	6	25	40	35	24	30	8
		%	43.5%	26.9%	38.5%	33.6%	44.3%	54.0%	61.2%	79.9%
	Moderate (Looking to Buy)	n	258	17	40	79	46	21	19	2
		%	56.5%	73.1%	61.5%	66.4%	55.7%	46.0%	38.8%	20.1%
	N_____		456	23	66	119	80	45	50	11
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
Total	Strong (Ready to Buy)	n	199	96	103
		%	43.5%	47.9%	40.2%
	Moderate (Looking to Buy)	n	258	104	153
		%	56.5%	52.1%	59.8%
	N_____		456	200	256
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
Total	Strong (Ready to Buy)	n	199	42	70	36	49	128	68
		%	43.5%	39.6%	44.5%	40.8%	49.7%	42.7%	44.9%
	Moderate (Looking to Buy)	n	258	65	87	52	50	171	84
		%	56.5%	60.4%	55.5%	59.2%	50.3%	57.3%	55.1%
	N_____		456	107	158	88	98	299	152
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home purchase intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
Total	Strong (Ready to Buy)	n	199	7	59	50	44	19	13
		%	43.5%	32.6%	40.4%	46.9%	46.3%	42.6%	46.6%
	Moderate (Looking to Buy)	n	258	15	86	57	51	26	15
		%	56.5%	67.4%	59.6%	53.1%	53.7%	57.4%	53.4%
	N		458	22	145	107	96	45	29
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
Total	Strong (Ready to Buy)	n	199	60	113	11
		%	43.5%	50.7%	41.2%	37.6%
	Moderate (Looking to Buy)	n	258	59	162	19
		%	56.5%	49.3%	58.8%	62.4%
	N		456	119	275	30
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/ duplex	Row/Town house	Apartment	Condominium	Other
Total	Strong (Ready to Buy)	n	199	139	7	25	19	2	4
		%	43.5%	48.3%	33.1%	37.6%	33.2%	37.8%	27.3%
	Moderate (Looking to Buy)	n	258	148	13	41	39	3	12
		%	56.5%	51.7%	66.9%	62.4%	66.8%	62.2%	72.7%
	N		456	287	20	65	58	4	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Strong (Ready to Buy)	n	199	154	38	3
		%	43.5%	45.7%	44.7%	17.4%
	Moderate (Looking to Buy)	n	258	183	47	13
		%	56.5%	54.3%	55.3%	82.6%
Total	N		456	338	85	16
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of home looking for

			Overall	Price of home							
				Under $200,000	$200,000 - 250,000	$250,000 - 300,000	$300,000 - 350,000	$350,000 - 400,000	$400,000 - 500,000	$500,000 - 750,000	Over $750,000
	Strong (Ready to Buy)	n	199	44	41	30	25	18	14	21	3
		%	43.5%	40.6%	35.8%	48.0%	41.3%	46.0%	56.9%	77.5%	38.2%
	Moderate (Looking to Buy)	n	258	65	73	32	35	21	11	6	5
		%	56.5%	59.4%	64.2%	52.0%	58.7%	54.0%	43.1%	22.5%	61.8%
Total	N		456	109	113	62	60	39	24	28	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Strong (Ready to Buy)	n	199	4	11	22	11	10	13	23	38	23	10	12
		%	43.5%	58.4%	35.5%	42.8%	40.3%	33.7%	51.4%	42.7%	58.8%	51.6%	70.7%	56.2%
	Moderate (Looking to Buy)	n	258	3	21	30	16	31	12	31	27	22	4	9
		%	56.5%	43.6%	64.5%	57.2%	59.7%	66.3%	48.6%	57.3%	43.2%	48.4%	29.3%	33.8%
Total	N		456	6	32	52	28	47	25	54	61	45	14	18
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

			Overall	Community									
				North Shore	Downtown Vancouver	West Vancouver	East Vancouver	Burnaby/New Westminster	Tri-Cities	Richmond	Surrey/Delta	Central Fraser Valley	Other
	Strong (Ready to Buy)	n	199	31	7	19	9	22	17	5	40	8	38
		%	43.5%	57.5%	21.7%	41.6%	32.4%	50.5%	46.8%	22.2%	58.3%	27.9%	44.2%
	Moderate (Looking to Buy)	n	258	23	24	26	19	22	19	16	29	21	45
		%	56.5%	42.5%	78.3%	58.4%	67.6%	49.5%	53.1%	77.8%	41.7%	72.1%	55.8%
Total	N		456	54	31	45	28	44	37	21	69	30	81
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/ development	Established neighbourhood	Rural/Semi-rural/ Farm/Acreage	Does not matter/Either	Other
Total	Strong (Ready to Buy)	n	199	23	147	5	4	2
		%	43.5%	45.7%	43.7%	32.5%	67.9%	100.0%
	Moderate (Looking to Buy)	n	258	27	190	11	2	0
		%	56.5%	54.3%	56.3%	67.5%	32.1%	.0%
	N		456	50	337	16	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Price of house looking for

			Overall	Price of house							
				Under $200,000	$200,000 - 250,000	$250,000 - 300,000	$300,000 - 350,000	$350,000 - 400,000	$400,000 - 500,000	$500,000 - 750,000	Over $750,000
Total	New single	n	76	8	17	7	13	13	8	7	1
		%	16.7%	7.0%	14.8%	11.8%	21.1%	33.8%	34.4%	26.7%	11.9%
	Pre-owned single	n	183	33	45	30	29	17	12	16	1
		%	40.1%	30.3%	38.4%	49.0%	47.5%	43.6%	48.5%	54.2%	17.7%
	New row/duplex	n	27	7	7	9	3	0	1	0	0
		%	5.8%	6.5%	6.1%	13.9%	4.8%	.0%	4.1%	.0%	.0%
	Pre-owned row/duplex	n	45	15	14	9	5	2	1	0	0
		%	10.0%	13.7%	12.4%	14.5%	8.2%	4.8%	2.9%	.0%	.0%
	New apt/condo	n	13	5	6	1	1	0	0	0	0
		%	2.9%	4.5%	5.4%	1.5%	2.2%	.0%	.0%	.0%	.0%
	Pre-owned apt/condo	n	35	21	8	1	0	1	0	2	1
		%	7.7%	19.1%	7.3%	1.8%	.0%	3.5%	.0%	8.0%	19.0%
	Other	n	39	11	4	2	7	3	2	2	1
		%	8.6%	10.5%	3.5%	3.6%	11.0%	8.7%	10.2%	7.3%	9.2%
	DK/NR	n	38	9	13	2	3	2	0	1	3
		%	8.3%	8.4%	11.1%	4.0%	5.3%	5.8%	.0%	3.7%	42.1%
	N		456	109	113	62	60	39	24	28	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Type of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 600 sq ft	600 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	New single	n	76	0	3	1	2	10	5	12	11	10	4	7
		%	16.7%	.0%	8.2%	2.4%	7.1%	21.6%	19.1%	22.7%	18.0%	23.1%	30.2%	38.1%
	Pre-owned single	n	183	0	2	6	3	18	13	29	40	25	6	7
		%	40.1%	.0%	7.3%	10.9%	12.3%	38.9%	48.2%	54.0%	65.9%	55.2%	57.3%	38.0%
	New rowh&plex	n	27	0	1	8	4	3	4	2	1	0	0	0
		%	5.8%	.0%	4.2%	14.0%	15.5%	6.2%	15.0%	3.2%	1.8%	.0%	.0%	.0%
	Pre-owned rowh&plex	n	45	0	3	8	9	3	3	3	2	2	2	1
		%	10.0%	.0%	8.8%	15.0%	33.8%	6.8%	10.1%	4.8%	3.7%	5.1%	12.5%	4.0%
	New apt/condo	n	13	2	4	7	0	0	0	0	0	0	0	0
		%	2.9%	27.2%	13.4%	13.9%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Pre-owned apt/condo	n	35	3	14	7	4	5	0	1	0	0	0	0
		%	7.7%	54.2%	46.1%	12.4%	16.2%	8.7%	.0%	1.7%	.0%	.0%	.0%	.0%
	Other	n	39	0	3	7	2	4	1	3	4	4	0	4
		%	8.6%	.0%	8.9%	12.8%	7.2%	7.8%	3.2%	5.5%	6.6%	8.7%	.0%	18.9%
	DK/NR	n	38	1	1	8	2	4	1	4	3	4	0	0
		%	8.3%	18.6%	3.4%	17.0%	7.9%	9.0%	3.5%	8.0%	4.1%	7.9%	.0%	.0%
Total	N		456	6	32	52	28	47	25	54	61	48	14	18
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Community in which most likely to buy house

			Overall	Community									
				North Shore	Downtown Vancouver	West Vancouver	East Vancouver	Burnaby/New Westminster	Tri-Cities	Richmond	Surrey/Delta	Central Fraser Valley	Other
	New single	n	76	5	2	5	3	9	7	4	10	5	10
		%	16.7%	8.5%	6.1%	11.0%	9.4%	18.4%	19.4%	20.0%	28.1%	17.1%	22.3%
	Pre-owned single	n	183	28	1	15	9	18	18	11	30	12	39
		%	40.1%	48.9%	3.3%	33.0%	33.5%	41.8%	48.3%	50.1%	43.5%	41.4%	47.4%
	New rowh&plex	n	27	4	1	3	1	4	2	3	1	1	4
		%	5.8%	7.5%	2.5%	7.0%	7.3%	9.1%	5.1%	14.5%	1.7%	3.6%	5.2%
	Pre-owned rowh&plex	n	45	5	4	7	3	4	5	2	0	2	6
		%	10.0%	8.4%	11.9%	15.6%	8.7%	8.7%	14.7%	11.6%	0.1%	7.6%	6.8%
	New apt/condo	n	13	3	7	0	0	0	0	0	2	2	0
		%	2.9%	5.9%	21.8%	.0%	.0%	.0%	.0%	.0%	2.6%	5.6%	.0%
	Pre-owned apt/condo	n	35	5	11	4	3	4	1	0	1	2	1
		%	7.7%	8.6%	33.8%	8.4%	11.2%	8.2%	2.3%	.0%	1.7%	7.4%	1.8%
	Other	n	39	2	0	5	3	5	1	0	3	3	11
		%	8.6%	3.4%	20.5%	10.7%	9.1%	11.8%	3.4%	.0%	4.4%	11.0%	13.3%
	DK/NR	n	38	5	0	6	6	0	2	1	7	2	3
		%	8.3%	9.2%	.0%	13.5%	18.8%	.0%	6.7%	3.8%	10.8%	6.1%	3.3%
Total	N		456	54	31	45	28	44	37	21	69	30	61
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/ development	Established neighbourhood	Rural/Semi-rural/ Farm/Acreage	Does not matter/Either	Other
	New single	n	76	24	34	6	1	1
		%	16.7%	48.9%	10.0%	37.3%	23.2%	48.5%
	Pre-owned single	n	183	8	156	6	3	0
		%	40.1%	16.2%	46.4%	38.0%	40.2%	.0%
	New row/duplex	n	27	7	17	0	1	0
		%	5.8%	14.9%	5.1%	.0%	16.5%	.0%
	Pre-owned row/duplex	n	45	2	41	0	0	0
		%	10.0%	4.0%	12.3%	.0%	.0%	.0%
	New apt/condo	n	13	3	8	0	0	0
		%	2.9%	6.3%	2.2%	.0%	.0%	.0%
	Pre-owned apt/condo	n	35	2	30	0	1	0
		%	7.7%	4.4%	8.8%	.0%	20.1%	.0%
	Other	n	39	3	30	2	0	1
		%	8.6%	5.3%	8.8%	11.8%	.0%	51.5%
	DK/NR	n	38	0	22	2	0	0
		%	8.3%	.0%	6.5%	12.9%	.0%	.0%
Total	N		456	50	337	16	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	New single	n	76	2	11	11	15	6	15	3
		%	16.7%	8.0%	16.1%	9.0%	19.0%	14.2%	31.0%	28.2%
	Pre-owned single	n	183	5	22	53	38	21	20	5
		%	40.1%	22.0%	33.1%	44.4%	48.1%	48.2%	39.7%	48.7%
	New row/duplex	n	27	1	2	5	3	4	5	0
		%	5.8%	4.6%	3.3%	4.1%	3.2%	9.3%	11.0%	.0%
	Pre-owned row/duplex	n	45	4	6	12	6	8	4	1
		%	10.0%	17.8%	8.6%	10.2%	7.0%	17.9%	7.7%	8.2%
	New apt/condo	n	13	2	3	7	0	0	0	0
		%	2.9%	7.2%	4.9%	5.9%	.0%	.0%	.0%	0%
	Pre-owned apt/condo	n	35	1	12	7	8	0	0	1
		%	7.7%	4.6%	18.5%	6.1%	9.7%	.0%	.0%	8.7%
	Other	n	39	5	6	12	4	3	3	1
		%	8.6%	19.9%	9.7%	10.3%	5.1%	6.1%	5.9%	8.2%
	DK/NR	n	38	4	4	12	6	3	2	0
		%	8.3%	15.9%	5.6%	10.0%	7.9%	6.3%	4.7%	.0%
Total	N		456	23	68	119	80	45	50	11
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Type of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	New single	n	76	42	34
		%	16.7%	21.1%	13.2%
	Pre-owned single	n	183	84	99
		%	40.1%	41.8%	38.8%
	New row/duplex	n	27	15	12
		%	5.8%	7.3%	4.6%
	Pre-owned row/duplex	n	45	13	32
		%	10.0%	6.6%	12.5%
	New apt/condo	n	13	3	11
		%	2.9%	1.3%	4.2%
	Pre-owned apt/condo	n	35	14	22
		%	7.7%	6.9%	8.4%
	Other	n	39	18	21
		%	8.6%	9.1%	8.1%
	DK/NR	n	38	12	26
		%	8.3%	5.8%	10.2%
Total	N		456	200	256
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Type of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	New single	n	76	12	27	14	23	47	29
		%	16.7%	11.6%	16.8%	15.6%	23.7%	15.6%	19.3%
	Pre-owned single	n	183	23	57	45	58	98	92
		%	40.1%	21.9%	36.4%	51.1%	58.7%	32.9%	53.8%
	New row/duplex	n	27	9	13	3	1	23	4
		%	5.8%	8.8%	8.5%	3.0%	1.1%	7.6%	2.5%
	Pre-owned row/duplex	n	45	11	18	8	6	30	14
		%	10.0%	10.1%	11.5%	8.7%	6.5%	10.1%	9.2%
	New apt/condo	n	13	5	7	1	0	12	1
		%	2.9%	5.1%	4.4%	1.0%	.0%	4.1%	.6%
	Pre-owned apt/condo	n	35	13	16	2	4	33	2
		%	7.7%	12.1%	10.1%	2.2%	4.5%	11.0%	1.6%
	Other	n	39	17	7	9	5	26	12
		%	8.6%	15.7%	4.6%	10.4%	4.7%	8.8%	7.6%
	DK/NR	n	38	16	12	7	3	30	8
		%	8.3%	14.7%	7.7%	8.0%	2.8%	9.9%	5.3%
Total	N_____		456	107	156	88	98	299	152
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	New single	n	76	5	18	22	14	9	5
		%	16.7%	21.5%	12.2%	20.2%	15.1%	20.9%	16.8%
	Pre-owned single	n	183	6	67	49	39	12	7
		%	40.1%	26.8%	46.2%	46.2%	40.4%	26.6%	24.0%
	New row/duplex	n	27	1	9	5	6	2	4
		%	5.8%	4.9%	5.9%	4.9%	6.1%	4.8%	12.6%
	Pre-owned row/duplex	n	45	3	12	13	7	7	0
		%	10.0%	14.6%	8.5%	12.4%	7.3%	14.6%	.0%
	New apt/condo	n	13	2	6	1	1	1	2
		%	2.9%	9.0%	4.2%	.9%	1.3%	3.0%	5.6%
	Pre-owned apt/condo	n	35	2	16	2	8	5	2
		%	7.7%	10.0%	10.9%	2.0%	8.2%	11.1%	8.1%
	Other	n	39	0	12	4	10	7	6
		%	8.6%	.0%	8.2%	3.6%	10.2%	14.6%	20.6%
	DK/NR	n	38	3	6	10	11	2	3
		%	8.3%	13.2%	3.9%	9.8%	11.2%	4.3%	11.9%
Total	N_____		456	22	145	107	98	45	29
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Price of house looking for

			Overall	Price of home							
				Under $200,000	$200,000 - 250,000	$250,000 - 300,000	$300,000 - 350,000	$350,000 - 400,000	$400,000 - 500,000	$500,000 - 750,000	Over $750,000
	Under 600 sq ft	n	6	6	0	0	0	0	0	0	0
		%	1.4%	5.8%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	600 - 1000 sq ft	n	32	16	10	4	2	0	0	0	0
		%	7.0%	14.3%	9.1%	6.9%	3.2%	.0%	.0%	.0%	.0%
	1001 - 1200 sq ft	n	32	26	14	6	4	2	0	0	0
		%	11.5%	24.2%	12.2%	9.6%	6.9%	5.0%	.0%	.0%	.0%
	1201 - 1400 sq ft	n	28	11	9	4	2	1	0	1	0
		%	6.1%	9.6%	8.0%	6.0%	2.6%	3.5%	.0%	4.7%	.0%
	1401 - 1600 sq ft	n	47	11	15	5	7	3	1	2	1
		%	10.2%	10.1%	13.2%	8.2%	12.0%	7.3%	4.7%	8.0%	19.0%
	1601 - 1800 sq ft	n	25	2	9	6	6	3	1	0	0
		%	5.6%	1.4%	8.0%	9.1%	9.3%	6.5%	4.8%	.0%	.0%
	1801 - 2000 sq ft	n	54	4	21	12	8	4	2	3	0
		%	11.9%	3.9%	18.3%	18.9%	13.6%	9.6%	7.3%	10.1%	.0%
	2001 - 2500 sq ft	n	61	3	13	13	12	9	2	7	1
		%	13.5%	2.6%	11.4%	20.9%	19.6%	23.4%	7.8%	24.0%	18.4%
	2501 - 3000 sq ft	n	45	4	4	3	8	9	9	5	2
		%	9.8%	3.4%	3.8%	5.4%	13.2%	23.3%	37.5%	19.2%	25.0%
	3001 - 3500 sq ft	n	14	2	2	0	5	1	3	1	0
		%	3.0%	1.8%	1.4%	.0%	8.6%	1.7%	10.4%	4.8%	.0%
	Over 3500 sq ft	n	18	1	1	1	0	3	4	0	1
		%	3.9%	1.1%	.8%	2.0%	.0%	8.7%	17.0%	22.2%	7.3%
	DK/NR	n	74	24	16	8	7	4	3	2	3
		%	16.2%	21.9%	14.0%	13.3%	11.0%	10.9%	10.5%	7.0%	38.2%
Total	N		456	109	113	62	60	38	24	28	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under 800 sq ft	n	6	2	3	0
		%	1.4%	1.4%	1.2%	.0%
	800 - 1000 sq ft	n	32	8	20	3
		%	7.0%	6.9%	7.1%	10.3%
	1001 - 1200 sq ft	n	52	20	25	5
		%	11.5%	16.4%	9.1%	15.0%
	1201 - 1400 sq ft	n	28	6	17	2
		%	6.1%	5.3%	6.2%	6.6%
	1401 - 1600 sq ft	n	47	13	29	2
		%	10.2%	11.0%	10.4%	5.8%
	1601 - 1800 sq ft	n	25	9	15	1
		%	5.6%	7.3%	5.5%	2.7%
	1801 - 2000 sq ft	n	54	14	33	3
		%	11.9%	11.9%	11.9%	10.0%
	2001 - 2500 sq ft	n	61	12	43	3
		%	13.5%	10.4%	15.4%	11.0%
	2501 - 3000 sq ft	n	45	10	27	4
		%	9.8%	8.7%	9.8%	13.0%
	3001 - 3500 sq ft	n	14	4	10	0
		%	3.0%	3.5%	3.5%	.0%
	Over 3500 sq ft	n	18	7	9	2
		%	3.9%	5.7%	3.1%	8.1%
	DK/NR	n	74	14	46	5
		%	16.2%	11.5%	16.7%	17.5%
Total	N		456	119	275	30
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/ duplex	Row/Town house	Apartment	Condominium	Other
	Under 800 sq ft	n	6	0	0	0	6	0	0
		%	1.4%	.0%	.0%	.0%	10.8%	.0%	.0%
	800 - 1000 sq ft	n	32	6	0	4	20	0	2
		%	7.0%	2.1%	.0%	6.3%	34.3%	.0%	11.3%
	1001 - 1200 sq ft	n	52	8	3	16	17	3	2
		%	11.5%	2.9%	15.2%	24.0%	30.0%	73.8%	13.6%
	1201 - 1400 sq ft	n	28	5	3	13	5	0	1
		%	6.1%	1.9%	13.7%	20.0%	8.9%	.0%	8.1%
	1401 - 1600 sq ft	n	47	29	1	7	6	0	3
		%	10.2%	10.0%	6.6%	11.4%	9.5%	.0%	16.5%
	1601 - 1800 sq ft	n	25	19	2	5	0	0	0
		%	5.6%	6.7%	8.8%	7.1%	.0%	.0%	.0%
	1801 - 2000 sq ft	n	54	46	1	4	1	1	2
		%	11.9%	16.0%	4.3%	5.4%	1.6%	26.2%	11.6%
	2001 - 2500 sq ft	n	61	57	0	3	0	0	1
		%	13.5%	20.0%	2.4%	4.2%	.0%	.0%	4.8%
	2501 - 3000 sq ft	n	45	42	2	1	0	0	1
		%	9.8%	14.6%	7.9%	1.0%	.0%	.0%	4.2%
	3001 - 3500 sq ft	n	14	12	2	0	0	0	0
		%	3.0%	4.2%	8.6%	.0%	.0%	.0%	.0%
	Over 3500 sq ft	n	18	15	0	1	0	0	2
		%	3.9%	5.4%	.0%	1.1%	.0%	.0%	10.4%
	DK/NR	n	74	47	7	13	3	0	3
		%	16.2%	16.3%	32.5%	19.5%	5.0%	.0%	19.5%
Total	N		456	287	20	65	58	4	16
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under 800 sq ft	n	6	1	5	0
		%	1.4%	.3%	6.1%	.0%
	800 - 1000 sq ft	n	32	6	23	2
		%	7.0%	1.7%	26.7%	15.5%
	1001 - 1200 sq ft	n	52	21	22	4
		%	11.5%	6.2%	25.6%	23.6%
	1201 - 1400 sq ft	n	28	8	13	3
		%	6.1%	2.3%	15.7%	16.1%
	1401 - 1600 sq ft	n	47	37	8	1
		%	10.2%	11.0%	8.9%	6.8%
	1601 - 1800 sq ft	n	25	23	1	2
		%	5.6%	6.8%	1.1%	10.7%
	1801 - 2000 sq ft	n	54	48	5	1
		%	11.9%	14.3%	6.2%	6.0%
	2001 - 2500 sq ft	n	61	59	2	1
		%	13.5%	17.5%	2.1%	4.8%
	2501 - 3000 sq ft	n	45	45	0	0
		%	9.8%	13.2%	.0%	.0%
	3001 - 3500 sq ft	n	14	14	0	0
		%	3.0%	4.1%	.0%	.0%
	Over 3500 sq ft	n	18	17	1	0
		%	3.9%	5.1%	.7%	.0%
	DK/NR	n	74	60	6	3
		%	16.2%	17.6%	6.9%	16.4%
Total	N		456	338	85	18
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Community in which most likely to buy house

			Overall	Community									
				North Shore	Downtown Vancouver	West Vancouver	East Vancouver	Burnaby/New Westminster	Tri-Cities	Richmond	Surrey/Delta	Central Fraser Valley	Other
	Under 800 sq ft	n	6	3	1	1	0	0	0	0	0	0	0
		%	1.4%	5.2%	2.3%	2.6%	0%	0%	0%	0%	0%	0%	0%
	800 - 1030 sq ft	n	32	2	6	6	2	4	2	0	1	3	3
		%	7.0%	3.6%	22.7%	13.1%	6.6%	8.4%	4.6%	.0%	1.7%	10.4%	3.4%
	1031 - 1200 sq ft	n	52	6	10	4	6	4	3	4	6	0	6
		%	11.5%	9.6%	33.5%	8.4%	30.2%	9.0%	7.4%	17.5%	7.5%	0%	7.3%
	1201 - 1400 sq ft	n	28	4	3	4	1	2	3	1	0	1	3
		%	6.1%	6.2%	9.0%	9.4%	3.7%	3.6%	7.6%	6.4%	6.9%	2.6%	3.5%
	1401 - 1600 sq ft	n	47	4	2	4	4	5	4	2	7	4	11
		%	10.2%	7.6%	7.9%	9.7%	12.5%	11.6%	9.9%	7.9%	18.6%	12.2%	13.6%
	1601 - 2000 sq ft	n	26	3	2	1	3	2	3	1	3	2	5
		%	5.6%	6.1%	5.9%	1.2%	12.0%	6.5%	8.6%	2.6%	5.0%	7.8%	6.6%
	2001 - 2500 sq ft	n	54	6	3	3	4	6	7	0	0	6	10
		%	11.9%	10.0%	6.6%	6.2%	15.5%	12.3%	19.2%	23.7%	7.0%	15.5%	12.6%
	2501 - 3000 sq ft	n	61	7	0	7	2	6	3	1	10	3	8
		%	13.5%	13.6%	.0%	15.2%	6.6%	12.7%	10.1%	12.2%	27.7%	11.2%	10.2%
	3001 - 3500 sq ft	n	45	10	0	4	2	4	1	0	7	7	11
		%	9.8%	18.0%	0%	8.7%	6.8%	10.0%	1.6%	0%	6.6%	22.2%	13.6%
	Over 3500 sq ft	n	14	0	1	1	0	1	0	3	5	0	2
		%	3.0%	.0%	3.3%	1.6%	0%	3.3%	.0%	10.6%	7.5%	0%	3.1%
	DK/NR	n	18	1	0	5	0	1	2	1	3	1	3
		%	3.8%	1.7%	0%	11.4%	.0%	3.3%	6.6%	2.7%	5.0%	2.6%	4.2%
Total		n	74	8	3	5	1	0	7	3	6	6	10
		%	16.2%	16.0%	10.3%	11.4%	2.6%	15.6%	17.6%	16.0%	12.1%	18.1%	22.6%
		n	460	54	31	45	28	44	37	21	60	30	61
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/ development	Established neighbourhood	Rural/Semi-rural/ Farm/Acreage	Does not matter/Either	Other
	Under 800 sq ft	n	6	0	6	0	0	0
		%	1.4%	0%	1.9%	.0%	0%	.0%
	800 - 1000 sq ft	n	32	2	24	1	1	0
		%	7.0%	5.0%	7.0%	8.8%	20.1%	.0%
	1001 - 1200 sq ft	n	52	4	43	0	1	0
		%	11.5%	8.8%	12.7%	.0%	16.5%	.0%
	1201 - 1400 sq ft	n	28	2	23	0	0	0
		%	6.1%	4.0%	6.8%	.0%	.0%	.0%
	1401 - 1600 sq ft	n	47	4	32	2	2	0
		%	10.2%	9.0%	9.4%	13.8%	36.7%	.0%
	1601 - 1800 sq ft	n	25	5	17	0	0	0
		%	5.6%	10.1%	4.9%	.0%	.0%	.0%
	1801 - 2000 sq ft	n	54	7	39	1	0	2
		%	11.9%	14.4%	11.6%	6.7%	.0%	100.0%
	2001 - 2500 sq ft	n	61	6	50	1	0	0
		%	13.5%	12.3%	15.0%	5.6%	.0%	.0%
	2501 - 3000 sq ft	n	45	5	34	3	1	0
		%	9.8%	10.7%	10.2%	17.0%	8.9%	.0%
	3001 - 3500 sq ft	n	14	3	10	0	1	0
		%	3.0%	6.6%	2.9%	.0%	10.4%	.0%
	Over 3500 sq ft	n	18	5	10	2	0	0
		%	3.9%	9.1%	3.1%	13.2%	.0%	.0%
	DK/NR	n	74	5	49	6	0	0
		%	16.2%	10.1%	14.6%	35.0%	7.4%	.0%
Total	N		456	50	337	16	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Under 800 sq ft	n	6	1	0	4	1	0	0	0
		%	1.4%	4.6%	.0%	3.4%	1.5%	.0%	.0%	.0%
	800 - 1000 sq ft	n	32	5	9	5	7	0	1	0
		%	7.0%	20.4%	14.2%	4.1%	8.7%	.0%	2.4%	.0%
	1001 - 1200 sq ft	n	52	4	13	20	6	2	4	0
		%	11.5%	17.2%	20.1%	16.6%	7.8%	5.3%	8.4%	.0%
	1201 - 1400 sq ft	n	28	0	4	7	5	3	2	0
		%	6.1%	.0%	5.4%	6.2%	5.6%	5.6%	4.3%	.0%
	1401 - 1600 sq ft	n	47	1	8	17	11	6	4	0
		%	10.2%	2.9%	12.4%	14.2%	13.3%	13.3%	8.4%	.0%
	1601 - 1800 sq ft	n	25	2	3	3	5	5	1	1
		%	5.6%	7.8%	4.6%	2.7%	6.0%	11.5%	2.5%	8.2%
	1801 - 2000 sq ft	n	54	0	5	17	12	3	8	2
		%	11.9%	.0%	6.9%	13.8%	15.1%	6.5%	15.5%	16.4%
	2001 - 2500 sq ft	n	61	0	6	16	13	13	7	1
		%	13.5%	2.1%	9.7%	13.1%	15.8%	28.1%	13.2%	8.2%
	2501 - 3000 sq ft	n	45	1	5	5	4	4	15	2
		%	9.8%	2.7%	7.6%	3.8%	4.5%	9.1%	30.6%	16.8%
	3001 - 3500 sq ft	n	14	0	1	2	3	3	0	1
		%	3.0%	.0%	2.3%	1.9%	4.3%	7.7%	.0%	8.2%
	Over 3500 sq ft	n	18	0	0	3	2	1	8	4
		%	3.9%	.0%	.0%	2.5%	2.9%	1.7%	11.2%	38.2%
	DK/NR	n	74	10	11	21	12	5	2	1
		%	16.2%	42.4%	16.6%	17.7%	14.4%	11.2%	3.4%	6.0%
Total	N_____		456	23	68	119	80	45	50	11
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under 800 sq ft	n	6	2	4
		%	1.4%	1.2%	1.5%
	800 - 1000 sq ft	n	32	5	26
		%	7.0%	2.7%	10.3%
	1001 - 1200 sq ft	n	52	18	34
		%	11.5%	9.0%	13.4%
	1201 - 1400 sq ft	n	28	14	14
		%	6.1%	7.0%	5.3%
	1401 - 1600 sq ft	n	47	15	31
		%	10.2%	7.7%	12.2%
	1601 - 1800 sq ft	n	25	16	10
		%	5.6%	7.9%	3.8%
	1801 - 2000 sq ft	n	54	27	27
		%	11.9%	13.6%	10.6%
	2001 - 2500 sq ft	n	61	36	26
		%	13.5%	17.9%	10.1%
	2501 - 3000 sq ft	n	45	30	15
		%	9.8%	14.9%	5.8%
	3001 - 3500 sq ft	n	14	10	3
		%	3.0%	5.2%	1.3%
	Over 3500 sq ft	n	18	9	9
		%	3.9%	4.5%	3.5%
	DK/NR	n	74	17	57
		%	16.2%	8.4%	22.2%
Total	N		456	200	256
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under 800 sq ft	n	6	2	3	0	1	6	0
		%	1.4%	2.2%	1.8%	.0%	1.1%	2.1%	0%
	800 - 1000 sq ft	n	32	14	14	2	2	28	4
		%	7.0%	13.0%	8.6%	2.7%	2.0%	9.3%	2.6%
	1001 - 1200 sq ft	n	52	25	17	7	2	42	9
		%	11.5%	23.1%	10.9%	7.7%	2.4%	14.1%	5.9%
	1201 - 1400 sq ft	n	28	8	9	6	5	19	9
		%	6.1%	7.4%	5.7%	6.5%	5.0%	6.3%	5.8%
	1401 - 1600 sq ft	n	47	10	26	7	3	36	11
		%	10.2%	9.0%	16.5%	7.7%	2.7%	11.9%	7.2%
	1601 - 1800 sq ft	n	25	5	12	4	4	17	9
		%	5.6%	5.0%	7.6%	4.2%	4.5%	5.6%	5.8%
	1801 - 2000 sq ft	n	54	8	20	13	13	34	20
		%	11.9%	7.5%	12.8%	14.9%	13.2%	11.5%	13.1%
	2001 - 2500 sq ft	n	61	9	17	14	20	32	28
		%	13.5%	8.4%	10.8%	16.0%	20.7%	10.6%	18.4%
	2501 - 3000 sq ft	n	45	3	12	12	18	23	21
		%	9.8%	2.6%	7.6%	13.1%	18.7%	7.8%	13.5%
	3001 - 3500 sq ft	n	14	3	2	4	4	6	8
		%	3.0%	2.7%	1.6%	4.9%	4.1%	2.0%	5.0%
	Over 3500 sq ft	n	18	3	5	3	7	10	8
		%	3.9%	3.0%	3.4%	2.9%	6.8%	3.3%	5.2%
	DK/NR	n	74	17	20	17	18	46	26
		%	16.2%	16.1%	12.6%	19.3%	18.8%	15.5%	17.4%
Total	N_____		456	107	158	88	98	299	152
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Size of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Under 800 sq ft	n	6	1	2	2	1	0	0
		%	1.4%	5.0%	1.2%	2.1%	1.4%	.0%	.0%
	800 - 1000 sq ft	n	32	0	17	4	4	4	3
		%	7.0%	.0%	11.9%	4.1%	3.9%	8.1%	10.2%
	1001 - 1200 sq ft	n	52	4	19	8	11	5	4
		%	11.5%	16.6%	13.4%	7.2%	11.4%	11.2%	15.3%
	1201 - 1400 sq ft	n	28	0	4	9	7	4	2
		%	6.1%	.0%	2.9%	8.1%	7.6%	9.2%	8.1%
	1401 - 1600 sq ft	n	47	3	15	11	10	7	0
		%	10.2%	12.9%	10.7%	10.4%	10.0%	15.2%	.0%
	1601 - 1800 sq ft	n	25	0	8	3	9	2	3
		%	5.6%	.0%	5.7%	2.5%	9.5%	4.4%	12.1%
	1801 - 2000 sq ft	n	54	1	18	17	8	6	2
		%	11.9%	3.4%	12.2%	16.2%	8.3%	12.6%	8.6%
	2001 - 2500 sq ft	n	61	2	13	22	15	8	0
		%	13.5%	10.0%	9.0%	20.8%	15.3%	16.8%	.0%
	2501 - 3000 sq ft	n	45	1	13	12	13	4	0
		%	9.8%	4.2%	8.9%	11.2%	13.9%	8.8%	.0%
	3001 - 3500 sq ft	n	14	0	4	3	3	1	2
		%	3.0%	.0%	3.0%	2.8%	3.2%	1.7%	6.4%
	Over 3500 sq ft	n	18	2	2	6	5	0	4
		%	3.9%	8.0%	1.4%	5.4%	4.8%	.0%	12.8%
	DK/NR	n	74	9	29	10	10	5	8
		%	16.2%	39.8%	19.8%	9.2%	10.6%	11.9%	26.4%
Total	N_____		456	22	145	107	96	45	29
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under $200,000	n	109	21	72	9
		%	23.9%	17.8%	26.2%	29.7%
	$200,000 - 250,000	n	113	31	70	3
		%	24.8%	26.4%	25.3%	9.5%
	$250,000 - 300,000	n	62	17	40	2
		%	13.6%	14.1%	14.7%	7.4%
	$300,000 - 350,000	n	60	17	34	6
		%	13.2%	14.2%	12.3%	20.2%
	$350,000 - 400,000	n	39	13	22	2
		%	8.5%	11.1%	8.1%	7.8%
	$400,000 - 500,000	n	24	9	13	2
		%	5.3%	7.9%	4.6%	8.3%
	$500,000 - 750,000	n	28	7	19	1
		%	6.0%	6.2%	6.7%	2.2%
	Over $750,000	n	8	1	3	1
		%	1.7%	.8%	1.0%	2.4%
	DK/NR	n	13	2	3	4
		%	2.9%	1.6%	1.1%	12.4%
Total	N_____		456	119	275	30
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/ duplex	Row/Town house	Apartment	Condominium	Other
	Under $200,000	n	109	43	6	20	30	2	6
		%	23.9%	15.1%	29.2%	30.5%	51.6%	37.8%	35.4%
	$200,000 - 250,000	n	113	68	5	20	14	3	2
		%	24.8%	23.6%	24.1%	30.8%	24.8%	62.2%	12.7%
	$250,000 - 300,000	n	62	42	4	13	2	0	0
		%	13.6%	14.7%	22.3%	20.1%	3.6%	.0%	.0%
	$300,000 - 350,000	n	60	44	1	7	6	0	1
		%	13.2%	15.5%	6.3%	11.3%	9.9%	.0%	7.5%
	$350,000 - 400,000	n	39	32	1	2	2	0	1
		%	8.5%	11.0%	4.3%	3.4%	3.9%	.0%	6.5%
	$400,000 - 500,000	n	24	22	1	1	0	0	1
		%	5.3%	7.6%	3.5%	1.5%	.0%	.0%	6.0%
	$500,000 - 750,000	n	28	24	0	0	2	0	1
		%	6.0%	8.4%	.0%	.0%	3.8%	.0%	8.5%
	Over $750,000	n	8	4	2	0	1	0	0
		%	1.7%	1.5%	10.2%	.0%	2.5%	.0%	.0%
	DK/NR	n	13	8	0	2	0	0	4
		%	2.9%	2.7%	.0%	2.7%	.0%	.0%	23.3%
Total	N		456	287	20	65	58	4	16
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under $200,000	n	109	59	39	5
		%	23.9%	17.4%	45.6%	33.6%
	$200,000 - 250,000	n	113	82	24	1
		%	24.8%	24.3%	28.5%	8.8%
	$250,000 - 300,000	n	62	50	8	1
		%	13.6%	14.8%	9.5%	8.3%
	$300,000 - 350,000	n	60	47	6	5
		%	13.2%	13.8%	7.5%	31.9%
	$350,000 - 400,000	n	39	34	3	1
		%	8.5%	10.1%	3.4%	6.6%
	$400,000 - 500,000	n	24	22	1	1
		%	5.3%	6.6%	1.2%	6.0%
	$500,000 - 750,000	n	28	25	2	0
		%	6.0%	7.5%	2.6%	.0%
	Over $750,000	n	8	6	1	0
		%	1.7%	1.9%	1.7%	.0%
	DK/NR	n	13	12	0	1
		%	2.9%	3.7%	.0%	4.8%
Total	N_____		456	338	85	16
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Under $200,000	n	109	6	18	28	11	11	2	4	3	4	2	1
		%	23.9%	100.0%	48.7%	50.5%	38.6%	23.6%	6.0%	7.8%	4.6%	8.3%	12.5%	8.5%
	$200,000 - 250,000	n	113	0	10	14	9	15	0	21	13	4	2	1
		%	24.8%	0%	32.5%	26.4%	32.6%	32.0%	35.7%	38.2%	21.1%	9.8%	11.9%	4.0%
	$250,000 - 300,000	n	62	0	4	6	4	5	6	12	13	3	0	1
		%	13.6%	0%	12.7%	11.3%	13.5%	10.9%	22.1%	21.9%	21.1%	7.5%	0%	8.8%
	$300,000 - 350,000	n	60	0	2	4	2	7	6	6	12	6	5	0
		%	13.2%	0%	6.0%	8.0%	5.7%	15.4%	21.9%	15.0%	19.2%	17.7%	37.4%	0%
	$350,000 - 400,000	n	39	0	0	2	1	3	3	4	9	9	1	3
		%	8.5%	0%	0%	3.7%	4.9%	6.1%	9.9%	6.9%	14.6%	20.3%	4.9%	18.0%
	$400,000 - 500,000	n	24	0	0	0	0	1	1	2	2	9	3	4
		%	5.3%	0%	0%	0%	0%	2.5%	4.4%	3.3%	3.2%	20.4%	18.4%	23.3%
	$500,000 - 750,000	n	28	0	0	0	1	2	0	3	7	5	1	0
		%	6.0%	0%	0%	0%	4.7%	4.8%	0%	5.1%	10.7%	11.9%	9.8%	34.2%
	Over $750,000	n	8	0	0	0	0	1	0	0	1	2	0	1
		%	1.7%	0%	0%	0%	0%	3.2%	0%	0%	1.3%	4.4%	0%	3.2%
	DK/NR	n	13	0	0	0	0	1	0	1	3	0	1	1
		%	2.9%	0%	0%	0%	0%	1.6%	0%	2.2%	4.1%	0%	5.3%	3.0%
Total	N_____		456	6	32	52	28	47	25	54	81	45	14	10
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Community in which most likely to buy house

			Overall	Community									
				North Shore	Downtown Vancouver	West Vancouver	East Vancouver	Burnaby/New Westminster	Tri-Cities	Richmond	Surrey/Delta	Central Fraser Valley	Other
	Under $200,000	n	109	10	7	5	7	8	10	5	13	8	36
		%	23.9%	18.8%	24.0%	10.4%	25.6%	18.0%	26.9%	23.6%	18.8%	28.3%	37.5%
	$200,000 - 250,000	n	113	5	11	6	11	9	15	7	16	10	18
		%	24.8%	8.8%	34.7%	12.8%	38.4%	21.5%	40.5%	30.8%	23.2%	34.1%	22.7%
	$250,000 - 300,000	n	62	7	1	9	2	10	6	2	11	4	7
		%	13.6%	13.9%	3.0%	20.5%	7.3%	21.8%	15.6%	8.6%	15.7%	13.6%	9.1%
	$300,000 - 350,000	n	60	9	6	5	2	7	2	5	12	3	9
		%	13.2%	17.4%	20.2%	11.9%	6.6%	14.9%	5.1%	22.1%	17.7%	9.6%	11.3%
	$350,000 - 400,000	n	39	8	2	4	4	5	3	1	8	1	3
		%	8.5%	15.3%	7.2%	8.0%	15.2%	11.6%	7.5%	3.4%	11.6%	1.7%	4.1%
	$400,000 - 500,000	n	24	6	1	3	1	2	0	1	4	2	5
		%	5.3%	11.1%	3.3%	5.8%	2.9%	5.5%	0%	3.7%	5.6%	5.4%	6.6%
	$500,000 - 750,000	n	28	6	1	11	1	1	2	1	1	1	3
		%	6.0%	10.5%	2.9%	24.1%	2.6%	2.7%	4.2%	3.3%	1.6%	4.8%	3.5%
	Over $750,000	n	8	1	1	1	0	2	0	0	0	0	0
		%	1.7%	2.3%	4.8%	2.8%	0%	4.0%	0%	0%	0%	0%	0%
	DK/NR	n	13	1	0	2	0	0	0	1	4	1	4
		%	2.9%	1.9%	0%	3.9%	0%	0%	0%	3.5%	5.4%	2.5%	5.3%
Total	N		456	54	31	46	28	44	37	21	69	30	81
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/ development	Established neighbourhood	Rural/Semi-rural/ Farm/Acreage	Does not matter/Either	Other
	Under $200,000	n	109	7	86	5	2	0
		%	23.9%	14.9%	25.4%	33.0%	36.7%	0%
	$200,000 - 250,000	n	113	15	80	4	0	2
		%	24.8%	29.5%	23.6%	23.3%	0%	100.0%
	$250,000 - 300,000	n	62	5	48	1	2	0
		%	13.6%	10.5%	14.4%	5.7%	32.1%	0%
	$300,000 - 350,000	n	60	7	47	2	1	0
		%	13.2%	13.2%	14.0%	10.5%	10.4%	0%
	$350,000 - 400,000	n	39	6	31	0	0	0
		%	8.5%	13.0%	9.3%	0%	0%	0%
	$400,000 - 500,000	n	24	7	15	3	0	0
		%	5.3%	13.2%	4.5%	15.8%	0%	0%
	$500,000 - 750,000	n	28	1	22	1	1	0
		%	6.0%	2.6%	6.6%	8.5%	13.5%	0%
	Over $750,000	n	8	0	3	0	0	0
		%	1.7%	0%	9%	0%	0%	0%
	DK/NR	n	13	2	4	1	0	0
		%	2.9%	3.0%	1.3%	3.3%	7.4%	0%
Total	N		456	50	337	16	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Under $200,000	n	109	11	19	39	20	2	5	0
		%	23.9%	47.9%	29.1%	32.4%	25.1%	5.0%	10.7%	.0%
	$200,000 - 250,000	n	113	5	27	33	22	8	7	0
		%	24.8%	19.7%	41.4%	27.3%	28.1%	17.6%	13.5%	.0%
	$250,000 - 300,000	n	62	1	6	18	12	13	3	0
		%	13.6%	5.9%	9.5%	14.9%	14.4%	28.2%	6.8%	.0%
	$300,000 - 350,000	n	60	1	9	13	10	12	9	1
		%	13.2%	5.2%	13.0%	10.7%	12.9%	27.4%	17.8%	13.8%
	$350,000 - 400,000	n	39	1	2	8	9	7	8	1
		%	8.5%	2.7%	3.7%	7.0%	11.4%	14.8%	12.5%	8.2%
	$400,000 - 500,000	n	24	0	1	3	3	1	12	2
		%	5.3%	.0%	2.2%	2.5%	3.7%	1.7%	23.5%	16.8%
	$500,000 - 750,000	n	28	1	0	4	2	2	6	6
		%	6.0%	3.1%	.0%	3.1%	2.2%	3.5%	11.5%	55.8%
	Over $750,000	n	8	2	0	1	2	0	2	1
		%	1.7%	8.8%	.0%	1.2%	2.2%	0%	3.9%	5.4%
	DK/NR	n	13	2	1	1	0	1	0	0
		%	2.9%	6.7%	1.1%	.8%	.0%	1.9%	.0%	.0%
Total	N		456	23	66	119	80	45	50	11
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Price of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under $200,000	n	109	31	78
		%	23.9%	15.5%	30.4%
	$200,000 - 250,000	n	113	40	74
		%	24.8%	19.9%	28.7%
	$250,000 - 300,000	n	62	26	36
		%	13.6%	13.2%	13.9%
	$300,000 - 350,000	n	60	33	27
		%	13.2%	16.6%	10.5%
	$350,000 - 400,000	n	39	23	15
		%	8.5%	11.7%	6.0%
	$400,000 - 500,000	n	24	18	6
		%	5.3%	9.0%	2.5%
	$500,000 - 750,000	n	28	18	9
		%	6.0%	9.1%	3.7%
	Over $750,000	n	8	2	6
		%	1.7%	.9%	2.3%
	DK/NR	n	13	8	5
		%	2.9%	4.1%	2.0%
Total	N		456	200	256
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under $200,000	n	109	32	40	20	14	77	29
		%	23.9%	29.5%	25.3%	22.7%	14.1%	25.7%	19.1%
	$200,000 - 250,000	n	113	34	41	17	21	80	33
		%	24.8%	31.3%	26.1%	19.6%	21.5%	26.7%	21.9%
	$250,000 - 300,000	n	62	15	17	15	14	38	24
		%	13.6%	14.1%	11.1%	17.3%	14.3%	12.8%	15.6%
	$300,000 - 350,000	n	60	9	21	14	15	37	23
		%	13.2%	8.8%	13.3%	16.0%	15.7%	12.3%	15.3%
	$350,000 - 400,000	n	39	4	11	10	13	21	17
		%	8.5%	3.8%	6.9%	11.5%	13.0%	7.1%	11.0%
	$400,000 - 500,000	n	24	1	11	5	8	15	9
		%	5.3%	1.0%	6.9%	5.3%	7.9%	5.1%	6.1%
	$500,000 - 750,000	n	28	5	11	4	8	18	9
		%	6.0%	4.8%	7.0%	4.1%	7.9%	6.2%	5.6%
	Over $750,000	n	8	2	3	1	2	5	3
		%	1.7%	1.9%	1.7%	1.5%	1.8%	1.6%	2.0%
	DK/NR	n	13	5	3	2	4	8	5
		%	2.9%	4.7%	1.7%	2.1%	3.6%	2.7%	3.4%
Total	N		456	107	158	68	98	299	152
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Under $200,000	n	109	6	45	23	20	7	7
		%	23.9%	27.3%	31.2%	21.4%	20.4%	15.1%	23.9%
	$200,000 - 250,000	n	113	5	41	26	22	11	5
		%	24.8%	22.6%	28.5%	24.2%	23.3%	24.8%	15.7%
	$250,000 - 300,000	n	62	3	24	16	11	4	2
		%	13.6%	12.2%	16.6%	15.0%	11.7%	8.5%	7.2%
	$300,000 - 350,000	n	60	1	14	19	12	6	7
		%	13.2%	6.6%	9.3%	18.1%	12.9%	13.0%	22.9%
	$350,000 - 400,000	n	39	4	9	6	14	5	0
		%	8.5%	17.2%	6.1%	5.6%	14.5%	10.3%	.0%
	$400,000 - 500,000	n	24	3	4	5	6	5	2
		%	5.3%	14.0%	2.5%	4.4%	6.5%	11.3%	6.1%
	$500,000 - 750,000	n	28	0	4	8	6	6	3
		%	6.0%	.0%	3.0%	7.7%	6.2%	13.1%	11.2%
	Over $750,000	n	8	0	1	2	3	0	2
		%	1.7%	.0%	.6%	2.0%	2.8%	.0%	7.1%
	DK/NR	n	13	0	3	2	2	2	2
		%	2.9%	.0%	2.1%	1.6%	1.6%	3.9%	5.9%
Total	N		456	22	145	107	96	45	29
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Renovation intentions

		n	%
	Strong (Ready to Renovate)	239	13.4%
	Moderate (Thinking of Renovating)	200	11.2%
	Potential Renovator	262	14.7%
	Not intending to renovate	1083	60.7%
Total		1783	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Intender Profile: Residence

Area of residence in Vancouver		n	%
	North Shore	75	10.7%
	Vancouver Downtown	20	2.8%
	Vancouver West	68	9.7%
	Vancouver East	78	11.0%
	Burnaby/New West	76	10.9%
	Tri-Cities	67	9.5%
	Richmond	52	7.5%
	Delta	43	6.2%
	Surrey	128	18.2%
	Central Fraser Valley	74	10.5%
	Other	8	1.2%
	DON'T KNOW/REFUSED	12	1.8%
Total		702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Renovation Intender Profile: Age

	n	%
18-24	14	2.0%
25-34	125	17.8%
35-44	157	22.4%
45-54	203	28.9%
55-64	104	14.8%
65 +	60	8.6%
DK/NR	39	5.6%
Total	702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	663	46	46

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	295	42.1%
Female	407	57.9%
Total	702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	112	16.0%
2	246	35.0%
3	100	14.2%
4 or more	232	33.1%
DK/NR	12	1.7%
Total	702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	431	61.3%
Yes	255	36.3%
DK/NR	17	2.4%
Total	702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Renovation Intender Profile: Total household income

		n	%
	Under $20,000	14	2.0%
	$ 20,000- 40,000	80	11.5%
	$ 40,000- 60,000	157	22.4%
	$ 60,000- 80,000	140	20.0%
	$ 80,000-100,000	80	11.4%
	$100,000-200,000	82	11.7%
	$200,000 or more	9	1.3%
	DK/NR	139	19.8%
Total		702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

		n	%
	Low	75	10.7%
	50/50	196	28.0%
	High	428	61.0%
	DK	2	.2%
Total		701	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Chances of renovating in next 6 months

		n	%
	Low	219	31.2%
	50/50	188	26.9%
	High	288	41.2%
	Don't Know/Refused	5	.7%
Total		700	100.0%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	346	49.4%
NET: KITCHEN	92	13.1%
NET: BATHROOM	108	15.3%
NET: CARPET / FLOORING	159	22.7%
NET: REC ROOM	46	6.6%
Paint/Wallpaper: one room	59	8.5%
Paint/Wallpaper: more than one room	170	24.2%
Paint/Wallpaper: whole house	112	16.0%
Kitchen: cabinets/counter tops	51	7.2%
Kitchen: complete renovation	42	6.0%
Bathroom: fixtures	21	2.9%
Bathroom: tile	21	3.0%
Bathroom: complete renovation	62	8.9%
Bathroom: addition/basement conversn	12	1.7%
Carpet/Flooring: one room	41	5.8%
Carpet/Flooring: more than one room	69	9.8%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

CMHC Vancouver [Data are weighted]

All home renovations planned (Continued...)

Renovations	n	%
Carpet/Flooring: whole house	44	6.2%
Rec Room: new addition	17	2.4%
Rec Room: basement conversion	30	4.3%
Add a fireplace	10	1.4%
Add a pool	5	.8%
Add/refurbish closets	11	1.6%
Build a garage	11	1.5%
Deck/Patio	65	9.2%
Doors	16	2.2%
Exterior painting/stucco	32	4.5%
Fence	10	1.5%
Foundation	5	.7%
Furnace	9	1.3%
Hot water heater	2	.3%
Ornamental lighting	3	.4%
Roofing	53	7.6%
Windows	34	4.8%
Wiring	5	.7%
Paint/Wallpaper (unspecified)	8	1.2%
Carpet/Flooring (unspecified)	7	1.0%
Basement (unspecified)	2	.3%
Renovation/Redecoration (unspecified)	27	3.8%
Drywall/Plastering	1	.2%
Siding	2	.3%
Driveway/Sidewalk	4	.6%
Addition/Extension/Add room(s)	40	5.8%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

CMHC Vancouver [Data are weighted]

All home renovations planned (Continued...)

Renovations	n	%
Remove/Replace/Erect walls	10	1.4%
Landscaping	16	2.3%
Insulation	1	.2%
The whole house/Everything (unspecified)	0	.0%
Plumbing	1	.1%
Air conditioning/Air cleaning/Filters	1	.1%
Eavestroughs/Gutters	1	.2%
Brickwork/Masonry	0	.0%
New furnishings	10	1.4%
Chimney repairs/New	0	.0%
Other renovations	175	25.0%
None	0	.0%
DON'T KNOW/REFUSED	11	1.6%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	44	6.3%
Paint/Wallpaper: 2+ rooms	109	15.6%
Paint/Wpaper: House	57	8.1%
Kitchen: Cabinet/Counter	29	4.2%
Kitchen: Complete Renovation	32	4.5%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

CMHC Vancouver [Data are weighted]

The most important renovation project planned (Continued...)

	n	%
Bathroom: Fixtures	5	.8%
Bathroom: Tile	8	1.1%
Bathroom: Complete Renovation	36	5.2%
Bathroom: Addition/Conversion	6	.8%
Carpet/Floor: 1 room	19	2.7%
Carpet/Floor: 2+ rooms	41	5.8%
Carpet/Floor: House	24	3.5%
Rec Room: New addition	9	1.3%
Rec Room: Conversion	18	2.5%
Add fireplace	3	.5%
Add pool/hot tub	3	.4%
Add/Refurbish Closets/cabinets	3	.5%
Build garage	6	.9%
Deck/Patio	34	4.8%
Doors	2	.3%
Ext painting/stucco	12	1.7%
Fence	2	.3%
Foundation	1	.2%
Furnace	5	.8%
Roofing	38	5.4%
Windows	21	3.1%
Wiring	2	.2%
Paint/Wallpaper: Unspecified	8	1.1%
Carpet/Floor: Unspecified	5	.7%
Renovate/Decorate	16	2.3%
Drywall/Plastering	1	.1%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

		n	%
	Siding	1	.1%
	Driveway/Sidewalk	1	.2%
	Addition/Extension	24	3.4%
	Wall: Remove/Replace	6	.9%
	Landscaping	8	1.1%
	Insulation	1	.2%
	Plumbing	1	.1%
	Eavestroughing/Gutters	1	.2%
	Fixtures/Upholstery/Window coverings...	2	.3%
	Miscellaneous	28	4.0%
	Don't Know/No Response	28	4.0%
Total		702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Who will do the renovations

		n	%
	Do it myself	298	42.6%
	Some contracted help	131	18.8%
	General handyman	33	4.8%
	Skilled tradesperson	120	17.1%
	General contractor	77	10.9%
	Architect/ Engineer	7	1.1%
	Family/ Friends	11	1.5%
	Retailer/ Manufacturer	3	.4%
	Myself & family/ friends	4	.5%
	Miscellaneous	4	.6%
	DK/NR	13	1.8%
Total		701	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

		n	%
	Up to $500	110	15.7%
	$ 501 - 1,000	53	7.5%
	$1,001 - 2,500	88	12.6%
	$2,501 - 5,000	134	19.2%
	$5,001 -10,000	83	11.8%
	Over $10,000	78	11.2%
	DK/NR	155	22.1%
Total		701	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean $	Median $
	546	$9,176.78	$3,000.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

		n	%
	Up to $500	151	21.5%
	$ 501 - 1,000	63	9.0%
	$1,001 - 2,500	114	16.2%
	$2,501 - 5,000	107	15.3%
	$5,001 -10,000	60	8.6%
	Over $10,000	51	7.3%
	DK/NR	155	22.1%
Total		702	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean $	Median $
Plan to spend: Most important renovation	546	$5,879.31	$2,000.00

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	164	23.4%
Talked to building materials supplier	202	28.8%
Read publications: renovation info	325	46.3%
Watched TV pgms/videos on renovations	398	56.7%
None of these	145	20.7%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Reasons decided not to renovate

Reasons	n	%
Change in hhold financial situation	10	29.6%
Change in household job situation	1	2.0%
Cost is too high	1	3.8%
Sold existing house	1	3.1%
Satisfied with existing home	3	8.4%
Just renovated existing home	2	5.5%
Just bought a home	0	.0%
Don't want to make a mess/hassle	3	7.7%
Kids moved back/moved away	0	.0%
No time/Too busy	2	4.5%
Not the right time of year	0	.0%
Want to move/Trying to sell	0	.0%
Personal reasons	0	.0%
Age factor	0	.0%
Don't need/Have a new house	1	3.3%
Don't need (unspecified)	3	7.8%
Other reasons not to renovate	15	45.2%
DON'T KNOW/REFUSED	3	9.2%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	48	6.9%
Change in household job situation	4	.6%
Thinking of selling home	13	1.9%
Bought an older home	6	.9%
Deterioration of existing home	128	18.5%
Develop health/mobility problems	5	.7%
Want to change style of existing home	13	1.9%
Kids moved back/moved away	2	.4%
Nothing/Like my existing home	336	48.4%
Disaster	30	4.3%
Increase in household size	4	.6%
Home needs to be older/too new	16	2.2%
Already done/Don't need	17	2.4%
Don't want to/No intentions	16	2.3%
Win lottery/Other windfall	7	1.0%
Other reconsideration factors	129	18.6%
DON'T KNOW/REFUSED	50	7.2%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Home renovation intentions by Current residence of respondent

			Overall	Area of residence in Vancouver										
				North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/New West	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley	Other
	Strong (Ready to Renovate)	n	239	23	5	18	28	22	28	17	18	44	34	3
		%	34.0%	31.1%	28.0%	26.3%	33.4%	28.0%	42.4%	31.7%	42.3%	34.2%	46.4%	28.8%
	Moderate (Thinking of Renovating)	n	202	23	4	18	19	24	18	17	11	38	23	3
		%	28.7%	31.1%	21.8%	26.4%	23.8%	31.1%	26.8%	31.9%	26.9%	27.8%	30.6%	31.5%
	Potential Renovator	n	262	28	10	32	33	30	21	19	14	48	18	3
		%	37.3%	37.9%	50.2%	47.3%	42.7%	39.9%	31.0%	36.5%	31.2%	38.0%	23.0%	38.8%
Total	N		702	75	20	68	78	76	67	52	43	128	74	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Renovate)	n	239	4	14	51	49	36	34	5
		%	34.0%	25.4%	16.6%	32.6%	35.1%	45.3%	41.7%	58.6%
	Moderate (Thinking of Renovating)	n	202	4	28	39	47	20	26	2
		%	28.7%	26.8%	32.0%	24.8%	33.6%	25.6%	31.4%	26.8%
	Potential Renovator	n	262	7	41	67	44	23	22	1
		%	37.3%	47.8%	51.2%	42.7%	31.3%	29.2%	26.9%	14.3%
Total	N		702	14	80	157	140	80	82	9
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Renovate)	n	239	34	78	40	86	137	97
		%	34.0%	30.4%	30.7%	39.8%	36.9%	31.9%	38.1%
	Moderate (Thinking of Renovating)	n	202	25	80	28	67	126	72
		%	28.7%	22.2%	32.4%	27.6%	28.8%	29.3%	28.1%
	Potential Renovator	n	262	53	91	32	80	167	86
		%	37.3%	47.4%	36.9%	32.4%	34.3%	38.8%	33.8%
Total	N		702	112	249	100	232	431	255
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home renovation intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Renovate)	n	239	3	50	64	61	42	9
		%	34.0%	21.3%	39.9%	40.7%	29.9%	40.4%	15.8%
	Moderate (Thinking of Renovating)	n	202	6	39	44	63	26	15
		%	28.7%	43.7%	31.0%	28.2%	31.2%	24.9%	24.2%
	Potential Renovator	n	262	5	36	49	79	36	36
		%	37.3%	35.0%	29.0%	31.1%	38.9%	34.7%	60.0%
Total	N_____		702	14	125	157	203	104	60
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

			Overall	All renovations planned						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction/ Repair	All other renovations
	Strong (Ready to Renovate)	n	239	138	31	44	52	32	69	64
		%	34.0%	39.3%	33.9%	41.2%	32.6%	36.6%	43.3%	46.0%
	Moderate (Thinking of Renovating)	n	202	98	25	33	46	23	48	31
		%	28.7%	27.7%	27.5%	30.8%	29.9%	26.2%	29.9%	22.3%
	Potential Renovator	n	262	114	35	30	60	32	44	44
		%	37.3%	32.9%	38.6%	28.0%	37.5%	37.0%	27.8%	31.7%
Total	N_____		702	346	92	108	159	88	160	139
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

			Overall	$ plan to spend on renovations					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	239	38	22	27	52	26	29
		%	34.0%	34.9%	41.1%	31.0%	38.9%	31.5%	38.4%
	Moderate (Thinking of Renovating)	n	202	32	14	30	35	26	23
		%	28.7%	29.0%	25.7%	34.0%	25.8%	31.2%	29.2%
	Potential Renovator	n	262	40	17	31	48	31	27
		%	37.3%	36.1%	33.1%	35.0%	35.4%	37.3%	34.5%
Total	N_____		702	110	53	88	134	83	78
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Home renovation intentions by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Strong (Ready to Renovate)	n	239	74	19	22	23	16	29	48
		%	34.0%	34.2%	31.0%	40.5%	26.0%	34.6%	30.1%	46.8%
	Moderate (Thinking of Renovating)	n	202	59	15	18	27	12	31	30
		%	28.7%	27.2%	24.0%	33.5%	30.5%	23.3%	32.5%	28.5%
	Potential Renovator	n	262	84	27	14	39	21	36	26
		%	37.3%	38.7%	45.0%	26.0%	43.5%	42.2%	37.4%	24.7%
Total	N_____		702	218	61	55	89	51	97	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

			Overall	$ plan to spend on most important renovation					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	239	60	27	39	35	21	20
		%	34.0%	39.6%	43.0%	33.8%	32.4%	35.2%	38.2%
	Moderate (Thinking of Renovating)	n	202	43	13	33	38	18	11
		%	28.7%	28.7%	21.3%	29.3%	35.8%	30.5%	20.7%
	Potential Renovator	n	262	48	23	42	34	21	21
		%	37.3%	31.8%	35.8%	36.9%	31.8%	34.3%	41.1%
Total	N_____		702	151	63	114	107	60	51
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

			Overall	Who will do renovations									
				Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
	Strong (Ready to Renovate)	n	239	121	51	5	23	28	3	2	1	1	1
		%	34.0%	40.5%	38.0%	16.2%	18.6%	38.4%	41.3%	15.3%	25.1%	38.5%	25.9%
	Moderate (Thinking of Renovating)	n	202	83	41	8	41	22	1	2	0	1	2
		%	28.7%	27.9%	30.8%	23.0%	34.5%	28.2%	7.0%	15.3%	0%	24.0%	58.3%
	Potential Renovator	n	262	94	40	20	56	27	4	7	2	2	1
		%	37.3%	31.6%	30.2%	60.8%	46.8%	35.4%	51.7%	68.4%	74.9%	40.5%	17.8%
Total	N_____		702	298	131	33	120	77	7	11	3	4	4
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

			Overall	Area of residence in Vancouver										
				North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/New West	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley	Other
	Paint/ Wallpaper	n	218	22	5	22	24	20	30	19	10	34	25	4
		%	31.0%	29.6%	27.7%	32.6%	30.6%	26.1%	44.5%	35.5%	23.0%	28.0%	33.3%	42.4%
	Kitchen	n	61	12	3	3	3	8	7	6	4	9	6	1
		%	8.7%	15.5%	13.4%	5.1%	4.0%	11.0%	9.8%	11.3%	9.5%	7.0%	7.7%	6.4%
	Bathroom	n	55	7	2	6	6	3	5	6	5	9	4	0
		%	7.9%	9.5%	8.6%	8.3%	8.1%	4.5%	8.0%	10.7%	12.6%	7.4%	5.5%	.0%
	Carpets/ Flooring	n	89	5	6	7	8	13	5	6	6	24	9	0
		%	12.7%	6.0%	28.7%	9.6%	10.1%	17.0%	7.4%	11.7%	14.6%	18.0%	11.6%	.0%
	Basem/ Attic Conv/ Addtn	n	51	7	0	4	6	6	5	2	4	9	6	0
		%	7.2%	8.8%	0%	6.5%	7.9%	8.0%	7.8%	4.2%	9.0%	7.2%	8.8%	.0%
	Exter Const/ Repair	n	97	8	1	10	14	12	8	6	6	17	10	2
		%	13.8%	10.9%	6.3%	14.5%	17.6%	16.2%	12.1%	10.6%	14.3%	13.0%	13.5%	19.7%
	All Others	n	104	12	1	12	15	7	6	6	7	20	13	2
		%	14.8%	16.2%	6.3%	17.4%	19.5%	9.5%	8.6%	14.3%	15.3%	15.7%	17.6%	20.8%
	Don't Know/Refused	n	28	3	2	4	2	6	1	1	1	5	2	1
		%	4.0%	4.4%	7.9%	5.6%	2.3%	7.6%	1.9%	1.5%	1.6%	3.8%	2.3%	10.7%
Total	N_____		702	75	30	68	78	78	67	52	43	128	74	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Paint/ Wallpaper	n	218	7	26	57	41	20	26	2
		%	31.0%	51.6%	32.8%	36.1%	29.3%	24.9%	32.0%	23.3%
	Kitchen	n	61	0	5	18	12	4	7	1
		%	8.7%	.0%	5.7%	10.3%	8.2%	5.5%	9.1%	7.3%
	Bathroom	n	55	0	10	8	11	10	8	0
		%	7.9%	.0%	11.9%	5.5%	7.9%	12.0%	10.3%	.0%
	Carpets/ Flooring	n	89	1	15	22	23	4	8	1
		%	12.7%	10.4%	18.7%	14.2%	16.7%	5.1%	9.4%	14.0%
	Basem/ Attic Conv/ Addtn	n	51	1	5	8	9	9	8	0
		%	7.2%	8.0%	5.9%	5.0%	6.4%	11.1%	9.6%	.0%
	Exter Const/ Repair	n	97	1	4	25	19	14	7	3
		%	13.8%	5.3%	4.9%	16.2%	13.7%	17.7%	9.0%	29.2%
	All Others	n	104	3	12	16	23	17	13	2
		%	14.8%	18.5%	14.9%	10.2%	16.0%	21.2%	15.8%	26.1%
	Don't Know/Refused	n	28	1	4	7	2	2	4	0
		%	4.0%	6.0%	5.3%	4.5%	1.8%	2.5%	4.9%	.0%
Total	N_____ _____		702	14	80	157	140	80	82	9
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Paint/ Wallpaper	n	218	50	68	33	64	142	73
		%	31.0%	44.6%	27.7%	33.1%	27.4%	32.9%	28.6%
	Kitchen	n	61	7	21	9	22	35	23
		%	8.7%	6.3%	8.4%	9.1%	9.4%	8.1%	9.1%
	Bathroom	n	55	8	20	9	17	34	20
		%	7.9%	6.7%	8.3%	9.4%	7.2%	7.8%	7.9%
	Carpets/ Flooring	n	89	25	33	10	20	66	22
		%	12.7%	22.2%	13.5%	10.1%	8.6%	15.4%	8.6%
	Basem/ Attic Conv/ Addtn	n	51	3	18	5	24	22	26
		%	7.2%	3.1%	7.1%	4.6%	10.5%	5.2%	10.1%
	Exter Const/ Repair	n	97	8	38	15	34	57	37
		%	13.8%	7.3%	15.4%	14.9%	14.6%	13.3%	14.5%
	All Others	n	104	8	37	15	42	57	44
		%	14.8%	7.6%	15.1%	14.6%	18.3%	13.3%	17.4%
	Don't Know/Refused	n	28	2	11	4	9	17	9
		%	4.0%	2.2%	4.4%	4.3%	4.0%	4.0%	3.5%
Total	N_____		702	112	246	100	232	431	255
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Paint/ Wallpaper	n	218	5	39	54	60	30	23
		%	31.0%	34.3%	31.0%	34.3%	28.8%	28.8%	37.9%
	Kitchen	n	61	1	7	15	25	7	5
		%	8.7%	5.2%	5.6%	9.4%	12.1%	6.6%	8.1%
	Bathroom	n	55	0	5	15	13	16	5
		%	7.9%	0%	3.6%	9.5%	6.4%	15.2%	8.3%
	Carpets/ Flooring	n	89	3	14	22	22	15	4
		%	12.7%	20.3%	10.9%	13.9%	10.7%	14.9%	6.8%
	Basem/ Attic Conv/ Addtn	n	51	0	11	14	18	3	2
		%	7.2%	.0%	8.8%	9.1%	8.9%	3.2%	3.7%
	Exter Const/ Repair	n	97	2	22	16	28	9	15
		%	13.8%	11.9%	17.6%	10.4%	13.6%	9.0%	25.1%
	All Others	n	104	1	22	18	32	18	5
		%	14.8%	10.2%	17.3%	11.7%	15.6%	17.5%	8.0%
	Don't Know/Refused	n	28	2	7	2	6	5	1
		%	4.0%	18.2%	5.3%	1.6%	3.0%	4.9%	2.1%
Total	N_____		702	14	125	157	203	104	60
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

			Overall	Area of residence in Vancouver										
				North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/New West	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley	Other
	Up to $500	n	151	13	2	11	20	17	18	7	8	32	16	2
		%	21.5%	17.4%	7.9%	16.7%	26.0%	22.7%	27.3%	13.3%	20.4%	25.4%	24.6%	18.2%
	$ 501 - 1,000	n	63	8	2	5	10	6	6	4	1	13	5	1
		%	9.0%	10.9%	12.6%	7.1%	12.8%	7.2%	11.2%	7.4%	3.3%	10.3%	6.7%	10.2%
	$1,001 - 2,500	n	114	10	3	8	12	14	10	15	5	20	15	1
		%	16.2%	12.8%	15.2%	11.8%	14.8%	17.8%	14.8%	28.4%	12.0%	15.8%	20.0%	6.4%
	$2,501 - 5,000	n	107	12	4	11	15	9	10	4	9	18	9	1
		%	15.3%	15.4%	22.2%	16.1%	19.6%	11.6%	15.1%	7.9%	21.1%	13.8%	12.6%	12.9%
	$5,001 -10,000	n	60	7	3	6	4	7	5	6	5	11	6	1
		%	8.6%	9.9%	14.0%	9.5%	4.8%	9.5%	6.9%	11.4%	10.9%	9.0%	6.9%	7.8%
	Over $10,000	n	51	10	3	6	3	6	1	3	4	7	5	2
		%	7.3%	13.9%	13.2%	12.0%	3.5%	7.5%	9%	5.0%	8.8%	5.5%	7.3%	20.6%
	DK/NR	n	155	15	3	18	14	16	16	13	10	28	16	2
		%	22.1%	18.8%	15.0%	27.0%	16.3%	23.7%	23.7%	25.6%	22.6%	20.2%	21.9%	22.5%
Total	N_____		702	75	20	68	78	78	67	52	48	128	74	9
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Up to $500	n	151	4	20	38	36	18	13	0
		%	21.5%	28.9%	24.6%	23.9%	26.0%	22.1%	15.5%	.0%
	$ 501 - 1,000	n	63	0	10	18	18	4	6	0
		%	9.0%	.0%	12.8%	11.3%	12.6%	5.5%	7.6%	.0%
	$1,001 - 2,500	n	114	4	14	32	22	14	14	2
		%	16.2%	24.9%	16.9%	20.6%	15.5%	17.6%	17.1%	19.7%
	$2,501 - 5,000	n	107	0	9	24	20	17	13	4
		%	15.3%	.0%	11.2%	15.1%	14.6%	21.1%	16.3%	42.1%
	$5,001 -10,000	n	60	0	1	12	9	11	11	2
		%	8.6%	.0%	1.4%	7.6%	6.7%	13.6%	13.2%	18.5%
	Over $10,000	n	51	0	2	6	14	8	11	2
		%	7.3%	.0%	2.4%	3.6%	9.7%	10.5%	13.6%	19.6%
	DK/NR	n	155	7	25	28	21	8	14	0
		%	22.1%	46.3%	30.5%	17.9%	14.6%	9.6%	16.7%	.0%
Total	N_____		702	14	80	157	140	80	82	9
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Up to $500	n	151	33	45	23	48	88	62
		%	21.5%	29.7%	18.2%	23.2%	20.9%	20.5%	24.2%
	$ 501 - 1,000	n	63	10	21	9	21	36	25
		%	9.0%	9.3%	8.5%	8.7%	9.1%	8.5%	9.7%
	$1,001 - 2,500	n	114	10	46	15	41	71	41
		%	16.2%	9.0%	18.8%	15.1%	17.8%	16.4%	16.2%
	$2,501 - 5,000	n	107	14	35	19	38	63	41
		%	15.3%	12.5%	14.4%	18.8%	16.4%	14.5%	16.2%
	$5,001 -10,000	n	60	8	23	11	18	40	19
		%	8.6%	7.4%	9.2%	10.7%	7.8%	9.3%	7.5%
	Over $10,000	n	51	2	19	7	22	29	21
		%	7.3%	1.5%	7.7%	7.3%	9.6%	6.7%	8.4%
	DK/NR	n	155	34	57	16	43	104	45
		%	22.1%	30.7%	23.3%	16.2%	18.6%	24.2%	17.8%
Total	N_____		702	112	246	100	232	431	255
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Up to $500	n	151	2	36	41	33	23	9
		%	21.5%	14.8%	28.7%	25.9%	16.4%	22.3%	14.4%
	$ 501 - 1,000	n	63	2	18	19	12	4	6
		%	9.0%	11.7%	14.4%	12.0%	6.1%	3.9%	9.3%
	$1,001 - 2,500	n	114	3	20	30	28	16	11
		%	16.2%	22.2%	16.1%	18.8%	13.8%	15.5%	17.6%
	$2,501 - 5,000	n	107	2	20	25	33	19	7
		%	15.3%	12.2%	15.7%	15.7%	16.2%	17.9%	11.3%
	$5,001 -10,000	n	60	0	6	13	24	12	3
		%	8.6%	.0%	4.5%	8.5%	12.0%	11.1%	5.1%
	Over $10,000	n	51	2	4	9	21	10	4
		%	7.3%	18.1%	3.1%	6.0%	10.3%	9.2%	6.9%
	DK/NR	n	155	3	22	21	51	21	21
		%	22.1%	21.0%	17.7%	13.2%	25.3%	20.1%	35.4%
Total	N_____		702	14	125	157	203	104	60
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basemt/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Up to $500	n	151	110	3	4	10	0	9	15
		%	21.5%	50.5%	5.1%	6.7%	11.2%	.0%	8.9%	14.7%
	$ 501 - 1,000	n	63	28	2	5	8	1	9	11
		%	9.0%	13.1%	3.0%	8.5%	8.9%	2.1%	9.3%	10.2%
	$1,001 - 2,500	n	114	14	10	11	21	6	26	25
		%	16.2%	6.2%	17.0%	19.6%	23.6%	12.2%	27.1%	24.3%
	$2,501 - 5,000	n	107	11	10	13	20	15	18	19
		%	15.3%	5.1%	15.7%	24.1%	22.8%	28.9%	18.3%	18.1%
	$5,001 -10,000	n	60	3	13	10	7	4	14	9
		%	8.6%	1.2%	20.9%	18.7%	7.8%	8.5%	14.0%	9.0%
	Over $10,000	n	51	1	12	3	2	13	7	10
		%	7.3%	.6%	20.3%	5.5%	2.4%	25.7%	7.7%	9.8%
	DK/NR	n	155	51	11	9	21	12	14	14
		%	22.1%	23.2%	18.0%	16.9%	23.3%	22.7%	14.7%	14.0%
Total	N_____		702	218	61	55	89	51	97	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

			Overall	Who will do renovations									
				Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
	Up to $500	n	151	129	5	3	6	4	0	2	0	1	1
		%	21.5%	43.2%	4.0%	8.5%	4.7%	5.1%	0%	20.4%	0%	20.0%	20.6%
	$ 501 - 1,000	n	63	35	9	9	6	2	0	0	0	0	0
		%	9.0%	11.7%	6.9%	25.6%	5.1%	2.6%	0%	0%	0%	.0%	0%
	$1,001 - 2,500	n	114	27	28	7	33	15	0	0	0	1	0
		%	16.2%	9.2%	22.4%	19.9%	27.6%	19.3%	0%	0%	0%	23.3%	.0%
	$2,501 - 5,000	n	107	25	27	4	26	20	0	3	0	0	0
		%	15.3%	8.4%	20.6%	10.9%	22.1%	25.6%	0%	28.6%	0%	0%	0%
	$5,001 -10,000	n	60	9	23	0	14	11	0	0	2	0	0
		%	8.6%	3.1%	17.2%	1.2%	11.3%	14.6%	0%	0%	53.8%	0%	0%
	Over $10,000	n	51	10	13	0	8	13	2	1	1	0	2
		%	7.3%	3.5%	10.2%	.0%	6.5%	17.5%	28.9%	7.7%	23.8%	0%	43.7%
	DK/NR	n	155	63	26	11	27	12	5	5	1	2	1
		%	22.1%	21.0%	18.6%	33.8%	22.4%	15.3%	70.1%	43.3%	22.4%	58.7%	35.5%
Total	N_____		702	299	131	33	120	77	7	11	3	4	4
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Current residence of respondent

			Overall	Area of residence in Vancouver										
				North Shore	Vancouver Downtown	Vancouver West	Vancouver East	Burnaby/New West	Tri-Cities	Richmond	Delta	Surrey	Central Fraser Valley	Other
	Do it myself	n	298	28	3	19	36	38	37	17	14	61	39	7
		%	42.5%	37.4%	14.2%	27.4%	44.6%	48.4%	56.6%	32.5%	31.5%	49.2%	52.9%	88.6%
	Some contracted help	n	131	10	3	8	13	18	11	11	13	25	18	0
		%	18.7%	12.6%	14.4%	11.3%	17.1%	23.5%	15.9%	20.3%	30.3%	19.9%	24.6%	.0%
	General handyman	n	33	4	2	3	4	3	3	4	1	8	1	1
		%	4.7%	5.2%	12.6%	5.1%	5.3%	3.6%	3.9%	8.1%	1.6%	5.0%	1.9%	6.4%
	Skilled tradesperson	n	120	17	7	18	12	12	8	10	9	17	7	0
		%	17.0%	22.0%	38.6%	26.3%	15.6%	15.6%	8.0%	19.0%	21.4%	13.7%	9.6%	0%
	General contractor	n	77	11	4	15	11	6	5	6	3	9	5	1
		%	10.9%	15.1%	22.2%	21.3%	13.8%	7.4%	7.7%	11.9%	6.6%	7.4%	6.3%	7.8%
	Architect/ Engineer	n	7	1	0	2	0	2	1	1	0	1	1	0
		%	1.0%	1.0%	0%	2.9%	0%	2.1%	1.2%	1.6%	.0%	6%	.7%	.0%
	Family/ Friends	n	11	3	0	2	0	0	2	0	1	1	1	0
		%	1.5%	4.3%	0%	2.9%	0%	.0%	3.5%	0%	1.6%	6%	1.2%	.0%
	Retailer/ Manufacturer	n	3	0	0	0	0	0	0	0	1	2	0	0
		%	.4%	0%	0%	0%	0%	.0%	0%	0%	3.0%	1.2%	.0%	0%
	Myself & family/ friends	n	4	0	0	0	1	0	1	0	0	1	1	0
		%	5%	.0%	0%	0%	1.1%	0%	1.0%	0%	0%	.7%	1.6%	0%
	Miscellaneous	n	4	1	0	0	0	0	1	1	0	2	0	0
		%	6%	1.0%	0%	.0%	.0%	.0%	9%	1.6%	0%	1.5%	.0%	.0%
	DK/NR	n	14	1	0	2	2	1	1	3	2	2	1	0
		%	2.0%	1.2%	0%	3.2%	2.3%	1.2%	1.2%	5.0%	3.5%	1.2%	9%	.0%
Total	N		702	75	20	68	76	76	67	52	43	126	74	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(BASE=All home renovation intenders) [Data are weighted]

Who will do renovations by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000- 40,000	$ 40,000- 60,000	$ 60,000- 80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Do it myself	n	298	4	30	74	84	38	28	0
		%	42.5%	30.0%	37.8%	47.0%	45.5%	45.0%	33.9%	.0%
	Some contracted help	n	131	1	17	30	30	15	21	1
		%	18.7%	8.0%	21.4%	19.2%	21.1%	16.6%	25.6%	6.2%
	General handyman	n	33	3	7	7	4	1	5	0
		%	4.7%	16.8%	8.2%	4.2%	3.0%	1.7%	6.0%	.0%
	Skilled tradesperson	n	120	2	13	30	24	10	13	2
		%	17.0%	15.9%	16.7%	18.9%	17.2%	12.2%	15.5%	28.7%
	General contractor	n	77	3	5	9	16	12	12	5
		%	10.9%	21.4%	6.0%	6.0%	11.1%	14.6%	14.5%	53.2%
	Architect/ Engineer	n	7	0	0	2	1	1	1	0
		%	1.0%	.0%	.0%	1.0%	1.0%	1.0%	1.0%	.0%
	Family/ Friends	n	11	0	2	4	0	2	0	0
		%	1.5%	.0%	2.8%	2.4%	.0%	2.1%	.0%	.0%
	Retailer/ Manufacturer	n	3	0	1	0	0	1	0	1
		%	.4%	.0%	8%	.0%	.0%	1.0%	.0%	7.3%
	Myself & family/ friends	n	4	0	0	1	1	0	1	0
		%	5%	0%	.0%	.4%	.5%	.0%	1.1%	.0%
	Miscellaneous	n	4	1	0	0	1	1	1	0
		%	6%	5.9%	.0%	.0%	.6%	1.3%	1.6%	.0%
	DK/NR	n	14	0	5	2	0	2	1	1
		%	2.0%	0%	6.3%	1.0%	.0%	2.2%	.7%	6.6%
Total	N		702	14	80	157	140	80	82	9
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(BASE=All home renovation intenders) [Data are weighted]

CMHC Vancouver [Data are weighted]

Who will do renovations by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Do it myself	n	298	43	98	45	108	171	121
		%	42.5%	38.7%	40.1%	44.8%	46.5%	39.8%	47.5%
	Some contracted help	n	131	17	45	20	49	73	58
		%	18.7%	14.9%	18.2%	20.0%	21.0%	16.9%	21.9%
	General handyman	n	33	10	9	7	7	23	10
		%	4.7%	8.7%	3.8%	7.0%	3.2%	5.4%	4.0%
	Skilled tradesperson	n	120	29	53	11	25	95	22
		%	17.0%	25.8%	21.5%	11.4%	10.6%	22.0%	8.7%
	General contractor	n	77	5	28	10	29	44	28
		%	10.9%	4.7%	11.4%	9.8%	12.6%	10.3%	11.1%
	Architect/ Engineer	n	7	0	5	0	3	5	2
		%	1.0%	0%	1.9%	.0%	1.2%	1.2%	.8%
	Family/ Friends	n	11	5	3	1	2	8	3
		%	1.5%	4.4%	1.2%	1.0%	.7%	1.8%	1.2%
	Retailer/ Manufacturer	n	3	0	0	1	1	1	2
		%	.4%	0%	.0%	1.5%	.6%	.2%	.9%
	Myself & family/ friends	n	4	0	0	1	3	0	4
		%	.5%	0%	.0%	.8%	1.3%	.0%	1.5%
	Miscellaneous	n	4	0	0	2	2	1	3
		%	.6%	0%	.0%	1.5%	1.1%	.1%	1.3%
	DK/NR	n	14	3	5	2	3	10	3
		%	2.0%	2.8%	1.9%	2.4%	1.3%	2.4%	1.1%
Total	N_____		702	112	246	100	232	431	255
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Who will do renovations by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Do it myself	n	298	4	70	75	78	38	18
		%	42.5%	32.4%	56.1%	48.0%	38.6%	36.2%	31.1%
	Some contracted help	n	131	5	22	37	48	12	3
		%	18.7%	38.1%	17.5%	23.5%	23.9%	11.9%	5.7%
	General handyman	n	33	0	5	6	11	3	3
		%	4.7%	0%	4.0%	3.9%	5.6%	2.7%	5.6%
	Skilled tradesperson	n	120	2	11	18	33	28	20
		%	17.0%	12.4%	8.4%	11.3%	16.4%	26.9%	33.9%
	General contractor	n	77	0	10	13	24	18	8
		%	10.9%	.0%	7.6%	8.0%	11.6%	16.6%	14.0%
	Architect/ Engineer	n	7	1	2	2	1	1	0
		%	1.0%	5.8%	1.4%	1.2%	.4%	1.0%	.0%
	Family/ Friends	n	11	0	1	2	1	2	6
		%	1.5%	.0%	.7%	1.2%	.3%	1.6%	9.8%
	Retailer/ Manufacturer	n	3	0	0	1	2	0	0
		%	.4%	0%	0%	.5%	1.1%	0%	0%
	Myself & family/ friends	n	4	1	1	0	1	0	0
		%	.5%	6.5%	1.1%	0%	.3%	0%	0%
	Miscellaneous	n	4	0	1	0	2	0	0
		%	.6%	.0%	.8%	0%	1.1%	.0%	.0%
	DK/NR	n	14	1	3	4	2	3	0
		%	2.0%	4.7%	2.3%	2.4%	.9%	2.9%	.0%
Total	N_____		702	14	125	157	203	104	60
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

CMHC Vancouver [Data are weighted]

Who will do renovations by All home renovations planned

			Overall	All renovations planned						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction/ Repair	All other renovations
	Do it myself	n	298	200	25	34	51	27	64	51
		%	42.5%	57.8%	26.8%	31.5%	32.2%	30.4%	39.8%	38.9%
	Some contracted help	n	131	51	28	31	28	26	29	30
		%	18.7%	14.7%	30.6%	28.9%	18.6%	29.1%	18.1%	21.9%
	General handyman	n	33	18	2	2	9	3	5	7
		%	4.7%	4.6%	2.7%	1.8%	5.7%	3.6%	3.4%	5.1%
	Skilled tradesperson	n	120	42	20	20	49	10	25	29
		%	17.0%	12.3%	21.3%	18.9%	30.8%	11.8%	15.9%	21.1%
	General contractor	n	77	23	12	17	13	15	24	14
		%	10.9%	6.8%	13.4%	15.9%	8.2%	17.0%	14.9%	10.0%
	Architect/ Engineer	n	7	1	1	1	1	3	3	0
		%	1.0%	.4%	1.2%	.5%	.4%	3.5%	1.7%	.0%
	Family/ Friends	n	11	6	1	0	3	1	3	0
		%	1.5%	1.5%	1.5%	.4%	2.1%	.9%	1.6%	.0%
	Retailer/ Manufacturer	n	3	0	1	1	0	1	1	2
		%	.4%	.0%	1.5%	.7%	.0%	.9%	.5%	1.5%
	Myself & family/ friends	n	4	1	0	0	1	1	3	3
		%	.5%	.4%	.0%	.0%	.6%	.7%	1.6%	2.1%
	Miscellaneous	n	4	1	0	0	1	2	1	0
		%	.6%	.2%	.0%	.0%	.4%	2.0%	.5%	.0%
	DK/NR	n	14	4	1	2	5	0	3	2
		%	2.0%	1.1%	1.0%	1.4%	2.9%	.0%	2.0%	1.5%
Total	N_____		702	348	92	108	159	88	160	139
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

CMHC Vancouver [Data are weighted]

Who will do renovations by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Do it myself	n	298	152	14	17	21	14	30	37
		%	42.5%	69.9%	23.0%	30.5%	23.7%	26.5%	31.5%	36.2%
	Some contracted help	n	131	20	23	18	14	17	15	21
		%	18.7%	9.0%	37.9%	31.8%	16.0%	33.7%	15.2%	20.0%
	General handyman	n	33	13	1	1	4	2	5	6
		%	4.7%	5.8%	1.9%	2.5%	5.1%	3.8%	4.9%	6.1%
	Skilled tradesperson	n	120	15	12	6	38	4	20	25
		%	17.0%	6.8%	19.3%	10.3%	40.5%	8.3%	20.5%	24.5%
	General contractor	n	77	10	8	12	7	8	20	9
		%	10.9%	4.4%	13.4%	22.5%	8.0%	15.4%	20.4%	8.7%
	Architect/ Engineer	n	7	0	1	0	0	3	1	1
		%	1.0%	.0%	1.0%	.0%	.0%	5.1%	.8%	.8%
	Family/ Friends	n	11	6	1	0	1	1	1	1
		%	1.5%	2.9%	.9%	.5%	.9%	1.6%	.9%	.8%
	Retailer/ Manufacturer	n	3	0	1	0	0	0	1	1
		%	.4%	.0%	1.1%	.0%	.0%	.0%	.8%	1.3%
	Myself & family/ friends	n	4	0	0	0	1	0	2	0
		%	.5%	.0%	.0%	.0%	.7%	.0%	1.7%	.0%
	Miscellaneous	n	4	1	0	0	0	2	1	1
		%	.6%	.3%	.0%	.0%	.0%	3.5%	.8%	.8%
	DK/NR	n	14	2	1	1	3	0	2	1
		%	2.0%	.8%	1.5%	1.7%	5.2%	.0%	2.4%	.8%
Total	N_____		702	218	61	55	89	51	97	104
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]